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HOUSE OF COMMONS

Second Session—Twenty-fourth Parliament  
1959

SPECIAL COMMITTEE ON  
**BROADCASTING**

Chairman: G. E. HALPENNY, Esq.  
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MINUTES OF PROCEEDINGS AND EVIDENCE

No. 12

TUESDAY, JUNE 16, 1959

CANADIAN BROADCASTING CORPORATION

WITNESSES:

E. L. Bushnell, Acting President, Canadian Broadcasting Corporation;  
C. Jennings, Controller of Broadcasting; M. Ouimet, Deputy Controller of Broadcasting; J. P. Gilmore, Controller of Operations; and  
C. R. Delafeld, Director, International Service.

THE QUEEN'S PRINTER AND CONTROLLER OF STATIONERY  
OTTAWA, 1959

21483-3-1



SPECIAL COMMITTEE ON BROADCASTING

Chairman: G. E. Halpenny, Esq.

Vice-Chairman: J. Flynn, Esq.  
and Messrs.

Miss Aitken,  
R. A. Bell (*Carleton*),  
Tom Bell (*Saint John-  
Albert*),  
Brassard (*Lapointe*),  
Mrs. Casselman,  
Chambers,  
Dorion,  
Eudes,  
Fairfield,  
Fisher,  
Forgie,

Fortin,  
Johnson,  
Kucherepa,  
Lambert,  
Macquarrie,  
Mitchell,  
Morris,  
Muir (*Lisgar*),  
McCleave,  
McGrath,  
McIntosh,  
McQuillan,

Nowlan,  
Paul,  
Pickersgill,  
Pratt,  
Richard (*Ottawa East*),  
Robichaud,  
Simpson,  
Smith (*Calgary South*),  
Smith (*Simcoe North*),  
Taylor,  
Tremblay.

J. E. O'Connor,  
Clerk of the Committee.



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- 1959  
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## MINUTES OF PROCEEDINGS

TUESDAY, June 16, 1959.

The Special Committee on Broadcasting met at 11.00 a.m. this day. The Chairman, Mr. Halpenny, presided.

*Members present:* Miss Aitken, Messrs. Bell (*Carleton*) and Bell (*Saint John-Albert*), Mrs. Casselman, Messrs. Chambers, Dorion, Fairfield, Fisher, Flynn, Halpenny, Lambert, Mitchell, Morris, Muir (*Lisgar*), McCleave, McGrath, McIntosh, McQuillan, Pickersgill, Paul, Smith (*Calgary South*), Smith (*Simcoe North*) and Tremblay—(23).

*In attendance:* Mr. E. L. Bushnell, Acting President of the Canadian Broadcasting Corporation, assisted by Messrs. J. P. Gilmore, Controller of Operations, Marcel Carter, Controller of Management, Planning and Development; Charles Jennings, Controller of Broadcasting; R. C. Fraser, Director of Public Relations; R. E. Keddy, Director of Organization; J. J. Trainor, Assistant to Director of Audience Research; Barry MacDonald, Secretary, Board of Directors; J. A. Halbert, Assistant Secretary, Board of Directors; and C. R. Delafield, Director, International Service.

The Chairman read into the record answers to certain questions asked by Mr. McCleave on June 11th and by Mr. Pickersgill at a previous meeting.

Copies of a document entitled "Press Conference (Television)—corrected June 15, 1959," were distributed to members of the Committee.

Consideration of Item 3 of Part "A" of the Agenda—"Analysis of principles governing balance between forms of programming, etc." was discussed and questions answered by Messrs. Bushnell, Jennings, Ouimet and Gilmore.

Item 5 of Part "A" of the Agenda was called and Mr. Delafield, Director of the Canadian Broadcasting Corporation International Service outlined the history, function, organization and operation of the service. Messrs. Delafield and Bushnell were questioned.

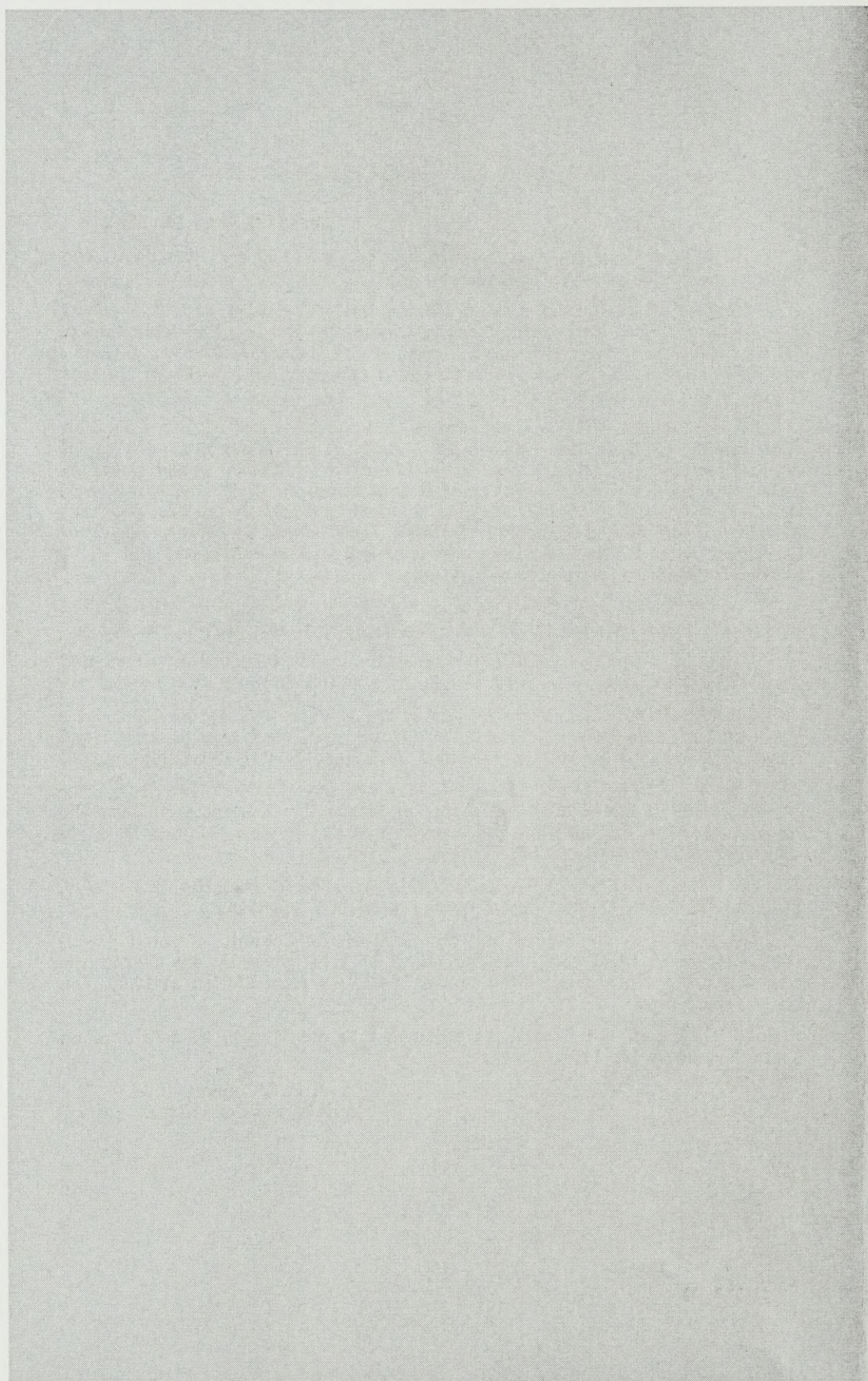
On Item 9 of Part "A"—"Relationship with Performers Rights Society", Messrs. Bushnell, Ouimet and Jennings answered questions.

The Chairman announced that members of the Committee would depart from Ottawa at 10.00 a.m., Tuesday, June 23rd to travel by air to Toronto, and that present plans call for a return to Ottawa from Malton at 10.00 p.m. on the same day.

At 12.45 p.m. the Committee adjourned to meet again at 9.30 a.m. on Thursday, June 18, 1959.

J. E. O'Connor,  
Clerk of the Committee.







NOTE: Text of the Proceedings recorded in the French language appears immediately following the day's Evidence.

REMARQUE: Le texte des témoignages recueillis en français figure immédiatement à la suite du compte rendu des délibérations de la séance d'aujourd'hui.

## EVIDENCE

TUESDAY, June 16, 1959.  
11:00 a.m.

The CHAIRMAN: Gentlemen, we have a quorum.

Although Mr. Flynn is not here at present I would like to thank him for looking after the Committee's meeting last Thursday.

There are two parts to a letter dated June 15 received by Mr. O'Connor, the Clerk, from the Canadian Broadcasting Corporation which I think we should read into the record. The first part is in answer to a question asked by Mr. McCleave. It reads as follows:

Further to his earlier question, Mr. McCleave asked on June 11 whether any married couples were associated in the production of a series of C.B.C. programs. He limited the question to apply to couples who had been married before the series began. We have looked into this matter and found that in 1957 a variety series on the English TV network had a combination of husband being producer and wife being an artist for part of the season. Also, on a current English radio network variety show, the wife of the producer, an outstanding vocal artist, appears alternating with four other soloists every fifth week. Again, in 1957, on one of the summer replacement regional network series in television, a husband produced a show on which his wife was the vocalist. For this particular series, the artists on the show had been engaged and the format decided upon prior to the husband's assignment to the production of the program.

Then there was a reply to a question asked by Mr. Pickersgill. Mr. Pickersgill asked about the number of producers at Vancouver, Winnipeg, Halifax and Ottawa in relation to the volume of production at each point. The situation is as follows:

Vancouver—15 producers—599 hours of live production per annum  
Winnipeg—9 producers—466 hours of live production per annum  
Halifax—7 producers—605 hours of live production per annum  
Ottawa—4 producers—242 hours of live production per annum

Mr. PICKERSGILL: Is that in both English and French in Ottawa?

The CHAIRMAN: I would think so.

Mr. ERNEST BUSHNELL (Acting President, Board of Directors, Canadian Broadcasting Corporation): Yes; that is correct.

The CHAIRMAN: I understand we were on item No. 3.

Mr. SMITH (Calgary South): Might I ask if the costs which we asked for some weeks ago are yet available?

The CHAIRMAN: No.



Mr. BUSHNELL: Actually the work involved is somewhat greater than we anticipated. It cannot be ready for Thursday. Unfortunately I believe this committee has other matters to deal with next week.

The CHAIRMAN: The week of the 22nd, we anticipate the Board of Broadcast Governors will be here, as the C.B.C. wish to be excused during that week. We discussed this about a month ago.

Mr. SMITH (*Calgary South*): I realize that. I do not wish to rush the corporation unduly, but it seems to me even if the corporation witnesses will not be with us next week surely they will agree there is nothing to prevent their sending in the information to the secretary so that it might be printed in the evidence and we would have an opportunity to examine it.

The CHAIRMAN: Yes. If it is finished we will get it and table it at that time, even though C.B.C. offices will not be here.

Mr. SMITH (*Calgary South*): May I assume we are still getting a week-by-week indication of these costs? You are working on the first week?

The CHAIRMAN: Yes.

Mr. SMITH (*Calgary South*): That is not yet available?

The CHAIRMAN: That is right.

Mr. PICKERSGILL: I would like to make a motion, if I can find a seconder, that the Premier of Ontario be invited to come before this Committee to air his grievances and give his views on broadcasting.

Mr. SMITH (*Calgary South*): May I speak to this?

The CHAIRMAN: I am waiting for a seconder.

Mr. PICKERSGILL: Is there a reluctance to give the Premier of Ontario a quorum?

The CHAIRMAN: First, is there a reluctance to have a seconder? I am sorry, there is no seconder.

Mr. PICKERSGILL: Thank you.

The CHAIRMAN: Shall we get back to programming in general?

Mr. McGRATH: Is there any indication that we will have an answer to the question I asked several meetings back regarding the number of staff and the amount of property at the main production centres.

The CHAIRMAN: I think we have that information. It will be tabled at a later sitting under the heading Personnel.

Are there any further questions on analysis of principles governing balance between forms of programming? I understand Mr. Tremblay has a question.

Mr. TREMBLAY (*Interpretation*): Mr. Ouimet, in respect of this question of balance between the various programs, I have the following questions. First, do you follow a cultural aim in general; that is, popular culture. What in your opinion are the basic criteria which can be used to establish these popular educational or popular cultural programs?

Mr. MARCEL OUMET (*Deputy Controller of Broadcasting*) (*Interpretation*): Mr. Chairman, there are very many of them.

Mr. TREMBLAY (*Interpretation*): What are the criteria?

Mr. MARCEL OUMET (*Interpretation*): We have already said that the aim of the C.B.C. is to inform and educate—not to educate in an academic sense, but in a truly cultural sense; and also at the same time to entertain. These two fields inevitably being linked with what constitutes information. I think any journalist who has had some experience can judge what constitutes information. Other criteria apply to educational programs. What is involved is not showing programs which are difficult to absorb or grasp as



far as the viewers or listeners are concerned, but gradually to develop a public taste as regards popular education and culture. As for entertainment, constantly we try to adhere to a healthy type of entertainment and to make of all programs satisfactory vehicles of entertainment.

Mr. TREMBLAY: Just a moment; I have a supplementary question.

The CHAIRMAN: I would suggest in giving your supplementary question that you keep your question as short as possible and also that the answers of the witness be kept as short as possible.

Mr. TREMBLAY: That is exactly what I did.

(Interpretation): Well, Mr. Ouimet, I am sure that you must realize I cannot accept such a vague answer as you have just given. Let me put the following precise question. Is this education for a specific purpose? We know that what is involved here is the French Canadian public. In other words, what are the basic criteria on which you base yourselves in drawing up these programs? In your opinion, what are the fundamental values for which you strive in these programs, because you do have a specific view of the listening public?

Mr. OUIMET (Interpretation): Well, Mr. Chairman, I would say that where we have social matters involved we try to present the social justice aspect, and so on. We try to adhere to what is involved. Furthermore, if you read the long report which was introduced, or tabled, during the first or second sitting of the parliamentary committee, with respect to C.B.C. programming, I think you will find in that quite a complete enumeration of the aims and criteria in our programming.

The CHAIRMAN: I think that is far enough.

Mr. CHAMBERS: Under this item we have a list showing drama, music, ballet, public affairs, religious programs, and so on. I am wondering whether or not there is any definite method, and if so what it is, for apportioning time to the various subjects? I do not necessarily limit it to this. For instance, you may come to a decision to devote 35 per cent of this to classical music or something of that nature. How do you arrive at that?

Mr. CHARLES JENNINGS (Controller of Broadcasting, Canadian Broadcasting Corporation): Through the process of growth of radio or television. I thought I explained at the last meeting the principles on which we base it. There is the principle that we are mass media. We do not present programs which appeal only to a very few. There are other things such as the corporation's responsibility to perform and entertain. Flowing out of that are a lot of other things which run all the way from classical music and Bach down to boogie-woogie. We think ballet is a legitimate part of entertainment. We do not have any written-up formula. Indeed I think it would be impossible. We do, however, from time to time find from our surveys how these particular programs are reaching their target.

Mr. CHAMBERS: Is this the responsibility of the department?

Mr. JENNINGS: Yes.

Mr. DORION (Interpretation): As I am more concerned with the French network I will address this question to Mr. Ouimet. Do you have any person or organization within the network to deal with criticisms, good or bad, which may emanate from the public, organizations, firms or from the press in general?

Mr. OUIMET (Interpretation): We do have a service which coordinates all that information. We have the press service which supplies regularly, indeed almost daily, reports on letters received or telephone calls received,



indeed on all the criticisms which are published throughout the country in both the French and English languages in the newspapers. These reports are very complete and, in some cases, I must even say it is quite difficult to read everything that is written.

(*In English*): May I point out that the service referred to is the press and information service.

Mr. DORION: Do you take all this information into account when you have to prepare the next programs?

Mr. OUMET: Inevitably this is one of the factors we certainly do take into account. We have always wanted to be as close as we possibly can be to the public.

Mr. DORION (*Interpretation*): Mr. Ouimet, do you not think it would be a good policy for the C.B.C. to have an advisory board on programming?

(*In English*): Mr. Bushnell, perhaps you would prefer to answer this question?

(*Interpretation*): Do you not think it would be a good policy for the C.B.C. to have an advisory board made up of persons from outside who would have nothing to do with C.B.C. organizational matters?

Mr. BUSHNELL: Mr. Dorion, I was asked a question the other day about advisory committees. I indicated that our experience in the past, a number of years ago, had not been a happy one. May I say however that we have been giving very active consideration to the appointment of a committee, particularly in the province of Quebec, such as you suggest. As a matter of fact, I will be perfectly frank with you and tell you if it had not been for the absence of the president that this matter probably would have been proceeded with before now. As you can see, I am somewhat reluctant to take a major step of that kind without his full agreement or at least without his knowledge. The matter has been held in abeyance. I would like to say, however, as far as I am concerned, and as far as some of the members of the board of directors are concerned, we think the idea is an excellent one.

The CHAIRMAN: Everybody seems to be in agreement.

Mr. PICKERSGILL: I do not agree. I have a supplementary question. I would like to ask Mr. Bushnell how he thinks such an advisory committee could be set up without clashing in the first instance with the board of directors and in the second instance with the Board of Broadcast Governors who, it seems, were set up by parliament for precisely this purpose.

Mr. BUSHNELL: I do not think there should necessarily be any clash because this committee would be working in conjunction and in collaboration with our own program people. You would have a wide variety of views coming from the outside. I am quite sure it might well prove to be very helpful. I do not see any possibility of a clash between our board of directors or even the Board of Broadcast Governors, because certainly I do not think any advisory committee would advise us to do anything contrary to the policies of the B.B.G. or indeed contrary to the policies of the board of directors. I think we can work in complete harmony.

Mr. CHAMBERS: Did not the Massey and the Fowler commissions recommend such a committee?

Mr. BUSHNELL: Yes; they did.

Mr. MORRIS: As one member of this committee, I would like to broaden the line of inquiry. The line of questioning carried on at our last sitting by the hon. member for Calgary South seemed to be a more useful line of questioning because it involved what I think is the fundamental purpose of the committee. Mr. Jennings was asked at that time what he felt might be a



useful definition of Canadian content. While I well understand that this is difficult to answer, it seems to me that, from a re-reading, he confined himself to describing it in terms of the personnel involved in the program, the performers, the writers, and so on.

You will recall that the Massey Commission used such words as Canadian identity of culture. May I presume to say that you cannot define this any more than can I; but do you not agree with me that you know what it means, that you have a feeling about it?

Mr. JENNINGS: Yes. When you speak of Canadian identity, apart altogether from Canadian content, I think you are reflecting things which go on in Canada, as represented in very broad terms, that is, Canadian life. I think it is interpreted or expressed through television and radio programs in which I suppose primarily the writer is a man who puts forward ideas which are expressed by means of Canadian actors, performers, singers, and so on. That is what I would consider to be Canadian content.

Mr. MORRIS: Will Mr. Jennings agree that Canadian content represents something more than the physical presence of those engaged in the program? It is not, in other words, a matter exclusively of amount.

Mr. JENNINGS: I think it is very much broader than that.

Mr. MORRIS: In achieving a balance—this is my question—in the last fiscal year for which we have full financial records, which is what I think ought to interest members of parliament most, the federal authority—is it correct to say that the federal authority made a grant of about \$6.2 million to radio, about \$18 million to television?

The CHAIRMAN: May I suggest that you will find that we shall cover that under Finance, under part D on the second page of the Agenda. I cannot see how this has anything to do with program analysis right now. Have you another question outside of Finance?

Mr. MORRIS: Yes. My question is this: earlier in the sittings Mr. Bushnell will recall that I asked a question about the program "Hawaii Calls." At that time we engaged in some whimsey in the reply, but my question was intended at that time to lead to a question I shall now ask.

In the last fiscal year the federal authority made moneys available to the C.B.C. amounting to \$45 million. My question to Mr. Bushnell is this: why should I, as a member of parliament, in your view, vote for the appropriation of that amount of money if you can defend a foreign program in favour of a Canadian program simply because you think it is popular?

Mr. BUSHNELL: Well!

The CHAIRMAN: Do you want to get your lawyer?

Mr. BUSHNELL: No. I got into it and I will get out of it.

I do not think I was really defending a foreign program. I do admit there was probably a bit of whimsey indulged in. I think that what you are asking, Mr. Morris, or suggesting is that that program should be replaced, if you like, by one of Canadian content.

Mr. MORRIS: Content; that is correct. Yes.

Mr. BUSHNELL: I would not disagree with you too-much on that, other than to say that we have always had the feeling that a lot of people liked to hear Hawaiian music, so we gave it to them.

Mr. MORRIS: If I wanted "Hawaii Calls", or the type of program it symbolizes, why should I appropriate public tax moneys to do that.

Mr. BUSHNELL: You would be appropriating more if we dispensed with it, because we would need to pay for a Canadian replacement.

Mr. MORRIS: That remains to be proven by this committee.



Mr. BUSHNELL: I agree with you that we are right in the hands of the committee. Please do not misunderstand me. I am simply saying that money would have to be provided, or we would have to get along with the money we have, or with whatever parliament votes to us and make the best job we can of it. But there you are. If you push off an imported program and put on a Canadian program, well, it has to be paid for, and that is all there is to it.

Mr. JENNINGS: May I add that in the balancing of output we do look to other countries for program material because we think, shall I say, it enriches the output, it adds interest. So there is a good deal of exchange between the C.B.C. and broadcasting organizations in other parts of the world, where they take programs from us and we in turn take programs from them. We feel very strongly about it. We believe it adds colour and variety to the schedule. I would not say that was the case particularly with Hawaii Calls however.

Mr. MORRIS: Thank you.

Mr. SMITH (*Calgary South*): May I ask if Mr. Bushnell is yet able to provide us with the American content of films we asked for some time ago, that is, the percentage?

Mr. BUSHNELL: No, I have not got it yet.

Mr. SMITH (*Calgary South*): At the last meeting I expressed some concern over the question of the quality of Canadian productions. Mr. Ouimet volunteered that the French network, as I understood it, had been able to establish a very high degree of quality, especially with respect to drama production. I rather got the feeling—and I have heard it before—that the French network with its drama productions has been able to establish somewhat more success than have the English networks. May I ask you if you would agree with that, and if so, why?

Mr. BUSHNELL: My answer to that again is a matter of personal opinion, I suppose. I think it is so to a degree. But I am not for a moment suggesting that the C.B.C.'s English dramas are bad, or that all English or French dramas are good.

Mr. SMITH (*Calgary South*): But generally speaking, what would you say?

Mr. BUSHNELL: Generally speaking I would agree; but the difference could be very slight.

Mr. SMITH (*Calgary South*): Please tell me why?

Mr. BUSHNELL: Well, I will tell you why. The biggest difficulty in the television business in the field of drama today is to get good writing. We have developed some very good writers in this country, so much so that they have now been able to sell their products in a larger market and for more money. And we are constantly trying to find new and better writers. That, as I say, is the biggest difficulty we face in terms of television broadcasting today.

Mr. SMITH (*Calgary South*): You may recall that I asked Mr. Bushnell if he was not concerned—or Mr. Jennings—about the loss of Canadian writers to other market areas. And I believe he expressed the view that he was not concerned about it. Is that not inconsistent with what Mr. Bushnell has just said?

Mr. JENNINGS: I think we were talking at that time about the flow of performers back and forth, and not specifically about writers.

Mr. SMITH (*Calgary South*): I made reference to a gentleman in Toronto that you had lost. Are you then concerned in the fact that you might have lost a percentage of writers, shall we say, to other countries?

Mr. BUSHNELL: We have not lost completely too many. But because the quality of their work has improved so much, they are now able to sell their



products to other television organizations. Therefore they represent a loss for us. I cannot recall any who have refused to write for us, or have gone away. Oh yes, there have been one or two. That is correct.

Mr. SMITH (*Calgary South*): A brief answer would be that the writers are better on the French network than the writers on the English network. Is that right?

Mr. BUSHNELL: Yes. I think there have been more of them developed over the years, and for the very simple reason that they have been obliged to do it. They cannot find it elsewhere. And then again, there is a great deal of French literature by some very fine writers of years gone by, and their writings seem to lend themselves to adaptation.

Mr. MUIR (*Lisgar*): My question is supplementary to Mr. Morris' question, and you have probably answered it already. But what is the percentage costwise as between Canadian and foreign programs that you are using? And my next question is: what is the percentage in terms of time as between Canadian and foreign programs?

The CHAIRMAN: I think that would be pretty hard to answer, especially the question about the percentage of cost.

Mr. BUSHNELL: I do not quite understand just what you want. But if it concerns the cost of Canadian programs, you have it before you. The cost of a similar program in the United States runs anywhere from three, four, and sometimes to five times as much.

Mr. MUIR (*Lisgar*): I asked you in the programs you are using what would be the total of your Canadian content and the total of foreign content?

Mr. BUSHNELL: We can provide that for you. I think it has already been provided. Perhaps Mr. Gilmore may have it right here.

Mr. J. P. GILMORE (*Controller of Operations*): On the question of cost of bringing a program in from the United States on the English language television network, it does not cost the corporation anything. We make no payment for it.

On the contrary, if it is a sustaining program, it is usually supplied to us by the network concerned. And if it is a commercial program, we recover our station time. We are paid for the occupation of the station time on the air for that program as a commercial vehicle.

In the case of English language program we must meet that program productionwise, and therefore there is a production cost.

Referring again to the first part, I do not think we pay too much attention to the relationship of the cost of a top variety of programs coming in from the United States to Canada, but we understand that it would be about five times.

The CHAIRMAN: I think this subject has already been pretty well covered in our past evidence. Once again I ask that our committee do its homework, please.

Mr. DORION: I have just two or three questions to put to Mr. Ouimet.

(*Interpretation*): Well, Mr. Ouimet, you know of the Ecole des Adultes. Is that a body which financially aids the C.B.C.?

Mr. OUMET: I do not know about the school for adults. I do know about the Societe Canadienne d'education des adultes, or the Canadian institute for adult education. I do not know of any other organization. I know of the Ecole des parents, and I know of the Union des familles. But I have never heard of the School for adults. There are a few organizations with which we cooperate constantly and one of them is the Canadian Institute.

Mr. DORION: Do you cooperate with this school or with this organization?



Mr. OUIMET: We cooperate with some of these organizations, yes. We do help them financially because they do some work for us in the way of surveys, publicity and so on. For instance, the Canadian Institute of Education organizes liaison groups and so on. They used to do that for radio, and they do it for television as well now. So therefore they incur certain expenses. They have members. We contribute towards the cost of the work they do to organize these listening groups in connection with some of our programs.

Mr. DORION (*Interpretation*): Well, Mr. Ouimet, as you know, in the province of Quebec you have literary artistic, medical and historical organizations. Do you sometimes call upon these organizations when you have to prepare a program which is of a historical, artistic or literary nature?

Mr. OUIMET (*Interpretation*): Well, I think that the multiplicity of relationships which we have with these organizations should be better well known. We are in touch with newspapers. We are in touch with magazines. We are in touch with the universities and the learned societies, and with the business and commercial world, as well as with a huge variety of other bodies. It would indeed take a lot of the time of the committee, but I have a list, if you want it, of at least 120 bodies with which I think we are regularly in contact.

We have, for instance, the Canadian Society for Adult Education which embraces approximately 40 organizations and the following are translated from the official French version. I refer to the Family Unions, Canadian Institute of Public Affairs, the Council on French Life, the Canadian and Catholic Confederation of Labour, the Labour Congress, the Richelieu Organization as well as many other service clubs etc. I could give you the names of 110 or 112 of these organizations with which we are constantly in touch, and we often ask them for information when preparing a program.

Let us take for instance the program *Les idées en marche*; we are in constant communication in this connection with one of these organizations which I think is the Canadian Institute of Adult Education. The programs are in fact prepared in collaboration with them and not by the C.B.C. alone unaided.

Mr. DORION: We certainly know of the latter.

(*Interpretation*): Mr. Ouimet, you certainly know of the ACFAS. Do you have contact with them?

Mr. Ouimet in giving his answer said that you evidently mean the French-Canadian Society—but that is not the official translation; or the French Canadian Society for the advancement of science. We have contacts with the ACFAS which in fact paid a great tribute to the C.B.C. only last November when it presented its annual medal to Mr. Ouimet.

The CHAIRMAN: That is good.

Mr. BELL (*Saint John-Albert*): I would like to ask Mr. Ouimet if he is familiar with a recent submission of the Canadian Broadcasting league to the board of broadcast governors? It was sent to each member the other day.

There is a statement in it on page 4 which I feel deserves specific comment at this time. Perhaps I might read it. They quote Mr. Edward R. Murrow, when he made an address to the radio and television director's association as follows:

I am seized with an abiding fear regarding what these two instruments (radio and television) are doing to our society, our culture, and our heritage.

And they also mention the statement of Mr. Mills a professor of sociology at Columbia University, who said this:



As they now generally prevail, the mass media, especially television . . . not only fail as an education force, but are a malign force. . . .

In reference to the Canadian Broadcasting League's submission, and with reference to this statement, the brief goes on to say:

So far, no evidence has been adduced before the Royal Commission or elsewhere to suggest that there is any other means than adequate regulation which offers hope of reversing the serious progress of these "malign forces" in broadcasting.

I feel it is important, and perhaps you would want to say something about it now. It is applicable in Canada as well as in the States according to their thoughts. I wonder, quite apart from the responsibilities of the Board of Broadcast Governors, what you might say to them, and if you feel that these malign forces are serious, and if you have any proposal rather than that of strict regulation regarding them?

Mr. BUSHNELL: Again, this is a matter of personal opinion. Probably I would not differ too widely with that statement, although I have not seen it. I have seen other statements put out by this organization, but I missed that one.

In my judgment, as I think I said in my opening statement, and having reviewed many reports of parliamentary committees on broadcasting, I found in the report for 1943 this pertinent sentence:

A wide diversity of tastes and interests are encountered and to meet the listening public on a variety of levels and endeavour to strike a happy balance will remain a challenge to the ingenuity of those people directing the affairs of the Canadian Broadcasting Corporation.

If that challenge existed in 1943, I can assure you it is a greater challenge today, largely because of television. It is something that has to be watched closely. We recognize the fact that both television and radio have a terrific impact and we recognize we have a terrific responsibility. We also recognize the fact that we are just human beings.

Mr. BELL (*Saint John-Albert*): I have a supplementary question, Mr. Chairman.

The CHAIRMAN: Proceed, Mr. Bell.

Mr. BELL (*Saint John-Albert*): Mr. Murrow makes this further comment:

I invite your attention to the television schedules of all networks between the hours of eight and eleven p.m. eastern time. There are, it is true, occasional information programs presented Sunday afternoon. But during the daily peak viewing periods television in the main insulates us from the realities of the world in which we live.

Do you feel that is true?

The CHAIRMAN: He is talking about the United States networks.

Mr. BELL (*Saint John-Albert*): I appreciate that that is true, but the Canadian broadcasting league suggested and has attempted to prove that the same applies here.

Mr. BUSHNELL: I would like to have a look at it because unless it has not unintentionally been lifted out of context, I do not agree with it. I think the C.B.C. is giving a much better balanced service to Canadian viewers between eight and eleven o'clock than any network on this continent; and that is why we include, if you like, programs like Folio, Explorations and L'Heure du Concert in peak listening hours. Therefore, there is a much better balance than there is on any network in the United States. I think the reason for that is plain. Actually, they are out to make the almighty dollar stretch as far as it can go.

Mr. SMITH (*Calgary South*): It is rather like administering a dose of medicine; while you may not like the taste of it, it is good for you.



Mr. BELL (*Saint John-Albert*): Who is the doctor?

Mr. SMITH (*Simcoe North*): Is it not true that Canadian writers in the English language have a better opportunity to sell their better works in a higher-priced market?

Mr. BUSHNELL: That is true.

Mr. SMITH (*Calgary South*): I wonder if you could tell me why it is that such a small percentage of our television originates in areas other than Montreal and Toronto; is it basically a lack of talent and cost, or are there any other factors?

Mr. BUSHNELL: There are a number of factors. To some extent, it is a matter of costs because if and when we originate from, let us say Winnipeg, Vancouver or Halifax, or indeed from Ottawa, we have to reverse the micro-wave and that costs money.

There is the other factor that I believe Mr. Jennings mentioned a moment ago, and this particularly applies to Winnipeg where there is a very good pool of talent but probably not enough to produce the larger shows and at the same time retain their daytime jobs. Television requires a lot of rehearsals.

Mr. SMITH (*Calgary South*): Recognizing the desire to establish Canadian content and the criticism of some committee members concerning the repetition of appearances of certain personnel, and also recognizing that perhaps you have not done as much surveying of talent as you would have liked to have done, would you not agree that a greater effort could be made to utilize more talent across Canada rather than in just those two centres?

Mr. BUSHNELL: Yes, I would agree with you and actually we are working toward that end.

Again, in some of the less populated centres we have only one studio and do not have the facilities to put on as many programs. However, let me say this. In the days of radio Vancouver was one of the greatest training grounds in Canada and, as you very well know, there was a great migration from the west coast to the east, and some have passed on not only to Toronto but also to New York and London and are playing on an international stage.

Mr. SMITH (*Calgary South*): You mentioned Vancouver. During the summer it establishes a very high degree of talent in its outdoor summer theatre and on its local stages. Would you not agree that there is a source of talent there which the C.B.C. has barely touched?

Mr. BUSHNELL: We certainly have not done enough of it. We intend to use it more and more as time goes on.

Mr. PAUL (*Interpretation*): Well, as we are on this matter of the quality of programs, could Mr. Ouimet show to the committee the letter sent by the episcopate of Canada to the C.B.C. following the putting on of the program *La Plus Belle des Céans*?

Mr. OUMET: I believe the letter from the Bishops of the province of Quebec can be produced and it can go on the record. However, the letter, together with the answer from the C.B.C., has been published in all newspapers.

The CHAIRMAN: I suggest that we have pretty well milked that program. There was a statement of apology made not only to the press but to the clergy and also to this committee. I think we already have had a pretty exhaustive discussion in connection with that particular program.

Mr. TREMBLAY (*Interpretation*): Mr. Chairman, on a point of order, I think that Mr. Paul's question is quite to the point and I will even be prepared to submit a motion for the two documents to be tabled, namely the letter and the reply from the C.B.C.



Mr. BELL (*Carleton*): Let us have it produced and save the time of this committee.

Mr. BUSHNELL: We will gladly do so.

The CHAIRMAN: We will have them produced, but if we go on discussing this subject we will never complete our work. If you want them, they will be produced; but please let us get on with this work; otherwise we are never going to get out of here. Have you any other questions, Mr. Paul?

Mr. PAUL: We have been discussing matters along this line—

The CHAIRMAN: If you had been in the committee at the time you would know that we have already spent two days in connection with this program. If we are going to go back to this type of thing we will never complete our evidence. We have three pages of Agenda yet to cover and we would like to try and get through it. C.B.C. are going to produce the letters, so let us carry on.

Mr. SMITH (*Simcoe North*): Again, following Mr. Smith's question, is there not a general tendency among young people with talent in both writing and acting to go to the larger centres where there are ancillary facilities such as schools for talent and so on?

Mr. JENNINGS: This is so all over the world.

The CHAIRMAN: Gentlemen, we have Mr. Delafield from Montreal with us. He is Director of the International Service. As we have pretty well completed this subject, I would like to proceed to the International Service. Mr. Delafield, I believe you have a short statement to make.

Mr. TREMBLAY (*Interpretation*): Well, Mr. Chairman, I think that this study of programming balance has not been dealt with too satisfactorily. If the committee agrees that we should drop this item and go on to the next, I will not oppose it. However, I do want to say that I am not at all satisfied with the replies we have received, especially in connection with the basic criteria for programming. But I repeat, I will not oppose the committee proceeding to the next item; but I am not satisfied.

The CHAIRMAN: In connection with the International Service, Mr. Delafield has a statement to make. Ladies and gentlemen, this is Mr. Delafield from Montreal, the Director of the International service.

Mr. C. R. DELAFIELD (*Director, International Service*): Mr. Chairman, I prepared a one-and-a-half page brief on the International Service which will give you a brief outline of what it is and what it does. I am in your hands as to whether you want me to read this brief or whether you would want to proceed to questions.

Mr. KUCHEREPA: I think we should have it read.

Mr. SMITH (*Calgary South*): Are there copies available?

Mr. DELAFIELD: No.

### I. Origin

As a result of the recommendations of parliamentary committees on radio, 1938 and 1939, an order in council establishing the C.B.C.-I.S. was approved September 18, 1942. The service was inaugurated officially February 25, 1945.

It is operated by C.B.C. as an agent for the government and receives an annual appropriation from parliament for this work.

It began broadcasting by shortwave as the war was ending. Its primary purpose then was to provide Canadian network programs to Canadian forces at their overseas areas, and also to broadcast to Germany and to occupied France. With the conclusion of the war, it began a transmitted service to overseas areas of greatest Canadian interest.



## 2. History

The transmitting facilities located at Sackville, N.B., were designed to serve western Europe, Latin America and the commonwealth. The service then began in the languages of these areas at the conclusion of the war.

With the change in the international climate, beginning with the communist assumption of control in Czechoslovakia in 1948, attention was given to what became the iron curtain. As a result, a daily service in Russian to the Soviet Union began in 1951. Other iron curtain languages followed in succeeding years.

## 3. Present Situation

The I.S. currently operates in eighteen languages, as follows:

### (a) Daily transmissions

To western Europe in English, French and German.

To iron curtain in Russian, Ukrainian, Czech, Slovak, Polish and Hungarian.

To Latin America in Spanish and Portuguese.

To the Caribbean in English and French.

To America and Australia in English.

### (b) Monday through Friday Transmissions

To Scandinavia, Holland and Italy.

### (c) By recording and shipment for release over stations in Greece and Austria.

### (d) Transcription programs of music and spoken word for local use by overseas stations, programs being prepared in the three main languages of English, French and Spanish.

### (e) Relay service by shortwave transmissions, cable or shipment, covering outstanding topical events taking place in Canada, such as international conferences. Material designed primarily for overseas relay.

The transmitting plant is located at Sackville, N.B., the headquarters and program centre in Montreal.

The broadcasts and transcriptions in English and French are also used by Canadian army and air forces overseas.

## 4. Purpose

The purpose of I.S. is to make Canada better known in other countries. In general, therefore, the broadcasts reflect the activities, the concerns and the beliefs of the Canadian people. In broadcasting to the iron curtain area, the I.S. maintains close liaison with the Department of External Affairs.

Transmitted programs have, as a core, a factual news bulletin reflecting particularly Canadian and North American news, along with major items of international interest. From this stems Canadian comments on international issues, including a summary of opinion as reflected in parliament and the editorial columns of Canadian papers, together with news reporting on specific Canadian items. Interviews, special events, and actualities help to provide a lively, personal and authentic view of Canada.

Transcription programs are of two kinds: music and spoken word. Music transcriptions provide programs by Canadian performers and Canadian compositions of all types from serious to popular. These programs are provided with explanatory script in English and French so they can be presented locally by overseas networks and stations. Spoken word transcriptions are made in English, French and Spanish because these provide the largest world market for distribution. These transcriptions cover a wide variety of topics including documentary talks on the Canadian scene, drama material and descriptions of Canadian life. These are widely used and reach many areas not directly served by transmitted services.



Mr. KUCHEREPA: I have several questions, Mr. Chairman, and I am going to restrict them particularly to questions behind the iron curtain and in eastern Europe. How much direction do you have from the Department of External Affairs relative to what you broadcast in this area?

Mr. DELAFIELD: As I said, our liaison with External Affairs is quite close and that is, of course, primarily in our broadcasting to the iron curtain area. Liaison consists of day by day contact by telephone from Montreal to Ottawa. It consists of a fair amount of guidance papers and a fair amount of explanations concerning government policy, which we go through in order to make up a political comment when broadcasting to the iron curtain area.

Mr. KUCHEREPA: What is the basic policy laid down from which you operate? I would consider these others as ancillary. What is the basic policy upon which you operate?

Mr. DELAFIELD: The basic policy is to present as fully and as forcibly as possible Canadian opinion on international issues, Canadian views on communist propaganda, Canadian explanations of policy, whether it is Canadian policy or whether it is the Canadian view in general western policy. We try to make it as Canadian as we can.

Mr. KUCHEREPA: Have you any way of assessing the audience reaction to your programs behind the iron curtain?

Mr. DELAFIELD: It is very difficult. Of course, there are two main sources of negative understanding of the reaction. First of all, our broadcasts behind the iron curtain are jammed unfortunately as heavily as those emanating from the B.B.C. and the voice of America. This, therefore, signifies that presumably our broadcasts are as straightforward and as positive as those of our two major partners in these shortwave broadcasting operations.

Mr. KUCHEREPA: Have you any idea how much of your programming is getting through to behind the iron curtain?

Mr. DELAFIELD: As our service is relatively small, we cannot maintain any extensive assessment over research in this field, but we do benefit quite materially from the information that the B.B.C. and the voice of America collect, both in terms of their own operations in this area and in terms of interviews with people escaping from behind the iron curtain. It would appear that we get in the capital areas a pretty heavy jamming which makes it very difficult in the capital cities behind the iron curtain to get effective listening. But in the other areas the jamming is not as effective. Of course, it is particularly effective in areas of concentrated population.

Mr. KUCHEREPA: Have you received any complaints or representations from Canadian individuals or organizations relative to your programming in this field?

Mr. DELAFIELD: We receive a certain amount of comment in connection with programs because, of course, these programs can be heard in Canada as well. Although they are directed to Europe, let us say, you can listen to broadcast programs. We are always ready to make the script material available that we use because once we broadcast it it becomes public property. It is true that we do receive a certain amount of comment and suggestions as to the type of thing we should do.

Mr. KUCHEREPA: Do you follow any of these suggestions?

Mr. DELAFIELD: We assess them and, depending on the guidance and advice we receive, we adjust ourselves accordingly.



Mr. KUCHEREPA: I presume you are referring to guidance and advice which you receive from the Department of External Affairs?

Mr. DELAFIELD: Yes, particularly in terms of Canada's policy.

Mr. KUCHEREPA: Do you receive any representations from people or organizations outside of Canada relative to your broadcasts in this field?

Mr. DELAFIELD: I cannot recall specifically anything in particular.

Mr. KUCHEREPA: May I put it more bluntly? Do you receive any representations from any of the official sources, such as embassies of countries from behind the iron curtain, relative to the material and manner in which you broadcast?

Mr. DELAFIELD: Canadian embassies?

Mr. KUCHEREPA: No, Russian embassies, in Canada, or any other place.

Mr. DELAFIELD: I do not recall receiving any. In the first place, these requests would be transmitted to the Department of External Affairs. However, I do not recall receiving anything of that sort.

Mr. KUCHEREPA: Have you in recent years been requested by anyone to change your policy relative to the degree, shall we say, of your psychological warfare, which you may be carrying on in your political broadcasting to this area?

Mr. DELAFIELD: As you know, there is a variety of Canadian opinion on this subject, as to the type of material to be broadcast and so on.

The CHAIRMAN: I have a supplementary to Dr. Kucherepa's second last question. If the Department of External Affairs did receive suggestions, complaints or recommendations from the different Consulates would they automatically pass them on to you?

Mr. DELAFIELD: Yes, that is the normal procedure.

The CHAIRMAN: Mr. Chambers, you are next.

Mr. CHAMBERS: I do not know whether or not Mr. Delafield is prepared to answer financial questions pertaining to the international service.

Mr. DELAFIELD: Yes.

Mr. CHAMBERS: Do you maintain a breakdown of your costs by language, generally speaking?

Mr. DELAFIELD: Yes, we do. This has been done, particularly of late years, in terms of our annual appropriation going through treasury board, because it is an obvious question to ask how much do individual language services cost.

Mr. CHAMBERS: Do you happen to have a recent one?

Mr. DELAFIELD: I do not have the information with me today.

The CHAIRMAN: We can take that matter up under Finance heading.

Mr. DELAFIELD: May I ask first of all what the specific financial information is that Mr. Chambers wishes.

Mr. CHAMBERS: On that particular question I would like to get a comparison for instance on what we are spending in connection with the Portuguese, Spanish, Russian, Hungarian and so on, if that is available.

Mr. DELAFIELD: Yes. Staff-wise and in terms of any free-lance moneys that are spent in terms of programming.

The CHAIRMAN: Would the total in dollars be sufficient?

Mr. DELAFIELD: Yes, that is the usual way of breaking it up.

Mr. CHAMBERS: Following up on Doctor Kucherepa's question on ratings behind the iron curtain, I imagine they are difficult to get. However, how about listener response in non-iron-curtain countries such as Scandinavia, western Europe, and so on. Have you collected information of that kind?



Mr. DELAFIELD: Yes. The first and most obvious way is mail received. We receive about 30,000 letters per year from various parts of the world. We have not received any mail from behind the iron curtain except in the case of Poland last year when we began to get a few letters before the coup. Our Czechoslovakian service used to get about 5,000 letters a month from Czechoslovakia. At that time there was quite a good listening audience to our service in that particular country. However, mail only tells you how many persons are writing to you. It does not tell you much more than that. You do get a certain amount of comment on programs, but it is so limited and simple that it is difficult to analyse it. Most of the mail tends to say, "We have a great interest in Canada. We have been listening to the program and would you please give us more of it", or they ask questions which they would like answered in future programs.

In terms of surveys of short wave listening audiences in various countries, we do not have sufficient funds to do surveys of our own because that can be an expensive process. If we hired a public opinion organization to do a survey for us, even then the sampling would be relatively small. However, with the co-operation of the B.B.C., who maintain a fairly extensive organization particularly in western European countries, we have been able to obtain some information about the volume of listening to our own service. In western Europe it holds up pretty well with the B.B.C. service. Unfortunately, in some areas, the B.B.C. are not operating and therefore it is a little more difficult to obtain the information we would like.

Mr. CHAMBERS: You have mentioned that you take advice and so on from the Department of External Affairs, particularly in respect of your broadcasts behind the iron curtain, and the phrase "psychological warfare" was used. What is the background in the preparation of your broadcasts behind the iron curtain?

Mr. DELAFIELD: The primary distinction between the iron curtain countries and the free world is this: the basic thing, of course, behind the iron curtain is that we make the news as extensive as possible and give more coverage to international news behind the iron curtain than in the free world, for obvious reasons. We want to make sure the people understand all the issues.

Then behind the iron curtain we also go into political comment on international issues; but naturally to the free world we tend to concentrate our comment on Canadian topics.

Mr. CHAMBERS: I can understand why we are broadcasting behind the iron curtain. We are endeavouring to help the political climate. Why, for instance, are we broadcasting to Scandinavia? Is it general publicity, or what?

Mr. DELAFIELD: Short wave broadcasting, and even radio programs, from Canada over local stations and networks in other countries cannot really sell Canadian products. What it can do, I think—and I believe this is generally recognized—is to provide a more favourable climate of opinion about Canada. In that way to western Europe and Latin America we certainly stress the way of life in Canada, information about Canada, a fair amount of trade matters—as much as we can—and, with the advice of the Department of Citizenship and Immigration, a certain amount of immigration matters, such as stories of immigrants in Canada, how to get along, and so on, without trying to play up success stories alone. We provide this basic information. People in other countries are always writing to us and saying, "Could you tell us if we were to immigrate to Canada what things are like in this particular area?"

The CHAIRMAN: It is a public relations job behind the iron curtain?

Mr. DELAFIELD: Yes.



Mr. CHAMBERS: I notice there is a doubling in the cost of printing publications. Advertising and publicity has doubled. Is this something new which you have taken on?

The CHAIRMAN: I suggest we hold this over until we reach the Finance item.

Mr. CHAMBERS: This is only in respect of the international service. I would be glad to hold it over.

Mr. DELAFIELD: Probably I can answer it now.

The CHAIRMAN: Go ahead.

Mr. DELAFIELD: Are you looking at page 31?

Mr. CHAMBERS: Yes.

Mr. DELAFIELD: I am sorry; I do not know the explanation of the figure.

The CHAIRMAN: We will leave that for Finance.

Mr. FAIRFIELD: Do you make use of national ethnic groups or national organizations in your broadcasts behind the iron curtain?

Mr. DELAFIELD: I am sorry; I did not hear your question.

Mr. FAIRFIELD: Do you make use of national ethnic organizations which exist in Canada in any of your broadcasts behind the iron curtain?

Mr. DELAFIELD: We are anxious to get as much material as possible on Canada in the languages in which we broadcast. Therefore, ethnic groups, but more particularly since it is radio, individuals telling their own story in their own language certainly are a very necessary part of our operation.

It is not possible for us to cover the country in terms of program trips by individual members of language sections, as such, as much as we would like. However, we do send out our people in various languages to visit various communities to cover individual events in the life of ethnic groups in this country as often as our budget provides the opportunity. This gives us an opportunity to have interviews with individuals telling their own stories about their life, their work and that sort of thing.

The personal interview technique, of course, is extremely valuable in portraying Canada.

Mr. FAIRFIELD: How many of the ethnic organizations have made representations to the C.B.C. asking for the opportunity of presenting their views, as an organization rather than as an individual?

Mr. DELAFIELD: We do not do very much of that.

Mr. FAIRFIELD: Have any made representations?

The CHAIRMAN: Official ethnic groups?

Mr. DELAFIELD: No. We cover their national congresses fairly regularly and we use their leading persons on occasion. For instance, religious figures in the individual communities will be used in terms of special events in connection with that particular group's religious life and their observances in Canada which will be valuable for us to put behind the iron curtain.

Mr. FAIRFIELD: In the future, have you any intention of beaming programs to Africa?

Mr. DELAFIELD: We have a fairly wide use of our English language transcriptions in several parts of the commonwealth and the general area of Africa. For instance, our transcription service is used quite extensively in Ghana, Nigeria, Kenya, entirely apart from supplying program services to South Africa. We do supply a fair amount of transcriptions in French to French Africa. We make a few transcriptions in Portuguese for Brazil, which are also supplied to some of the Portuguese areas in Africa.

Mr. McINTOSH: All my questions are based on expenditures.



The CHAIRMAN: I wish you would hold them over until we reach the item on Finance.

Mr. McGRATH: What is the relationship of the C.B.C. international service to Voice of America, particularly with a view to perhaps avoiding duplication of effort?

Mr. DELAFIELD: You are not suggesting a coordination of programming?

Mr. McGRATH: Not necessarily. Perhaps on some networks there could well be. However, is there any established liaison between Voice of America and C.B.C. International? I would suggest there would be occasions when there definitely would be a duplication of service.

The CHAIRMAN: Would you include the B.B.C. in there?

Mr. McGRATH: Not necessarily.

Mr. DELAFIELD: We maintain a close liaison both with the B.B.C. and the Voice of America. Naturally, we are operating as a small team in a very big league when you speak of the Voice of America and the B.B.C., both of which have a very extensive overseas service. We keep in close contact in the general field of broadcasting and in the specific field on technical matters, because these two organizations are useful to us in giving us reports on reception in various areas where we have no observers of our own, and that sort of thing. Periodically, we have visited Washington and have discussed problems. From the standpoint of program content, I think we are all operating within our own respective countries, so to speak. We present Canadian views which may not, upon occasion, necessarily be the same as the United States views.

Mr. McGRATH: Do you have any plans for expansion of the C.B.C. international service, perhaps in the area of the Orient?

Mr. DELAFIELD: We are at the mercy of parliament in this connection.

The CHAIRMAN: Mr. Smith, have you a question?

Mr. SMITH (*Simcoe North*): No, Mr. Chairman; Mr. Delafield answered my question in reply to one from Mr. Chambers.

Mr. SMITH (*Calgary South*): This is not intended to be facetious, but the witness has mentioned that he takes advice from various bodies, and I am not speaking of the political nature of any of the transmissions. But I presume you gentlemen consult the Canadian government travel bureau in reference to travel in Canada; if you do, I hope you do not paint the image that Canada is a vast wilderness.

Mr. DELAFIELD: I sit on a monthly meeting of people who are in the information field of various government departments. We naturally discuss at those meetings the various activities of government departments in terms of publicity and its value to us, because it keeps us up to date with what is going on and it gives us an opportunity of publicizing in radio certain things that may be happening. In that connection we maintain a close relationship with the travel bureau. They, among others, sit on the committee. Occasionally, we can make a wider distribution of their pamphlets concerning travel in Canada. We get a certain amount of information which we use in script form, particularly lately in the case of Latin America, concerning travel in Canada.

The CHAIRMAN: Do you mention the Chinook winds of Calgary; I think that is what he is after?

Mr. SMITH (*Calgary South*): Now you are being facetious. I hope you picture Canada as a fully developed and mature country.

Mr. DELAFIELD: Yes.



Mr. KUCHEREPA: May I assume that most of your broadcasts behind the iron curtain are designed to counteract communist propaganda which is being disseminated in that area?

Mr. DELAFIELD: Yes, but we do it not by giving wider publicity to that propaganda than is necessary in replying; also, we tend to take a positive approach in this field, that is by taking the propaganda material and answering it not point by point but by using largely the ideas and presenting a Canadian view of Canada's position, the western position and the virtues of the western stand on a particular issue.

Mr. KUCHEREPA: Would you repeat again the languages which are used for these broadcasts behind the iron curtain.

Mr. DELAFIELD: Yes. I think these are in the order in which they were established. Of course, the Czech and Slovak were in our transmitting service before the communist coup in 1948. Then in 1951 Russia followed and then I think it was the Ukraine in 1952; Polish in 1953, and following the Hungarian revolt a service in Hungarian began at that time.

Mr. KUCHEREPA: Could you for my sake and perhaps other members of the committee give us any scripts of the programs which were sent out yesterday or the day before yesterday?

The CHAIRMAN: Would you like to obtain this information privately?

Mr. KUCHEREPA: Yes, in the original language.

The CHAIRMAN: Do you wish this tabled or is it for your own information?

Mr. KUCHEREPA: It is for my own information.

The CHAIRMAN: Mr. Morris would also like this particular information.

Mr. KUCHEREPA: In the original languages. My last question is this. Generally speaking, in your opinion, are you satisfied that our efforts are bearing fruit in this field of broadcasting?

Mr. DELAFIELD: We ourselves are satisfied. We also have the opinion of the voice of America and the B.B.C. that it is useful for Canada to be engaged in this service behind the iron curtain because it assists them in terms of jamming. Even though we are on the air with only two transmitters, there are two additional ones that have to be jammed.

Mr. KUCHEREPA: Referring back to these scripts, perhaps there could be copies made available in English for members of the committee; but I would like to have the originals.

Mr. McCLEAVE: I do not think the answer by Mr. Delafield to Mr. McGrath's question about possible plans for expansion in the Orient was an extensive answer, and I would ask him to repeat it.

Mr. DELAFIELD: The areas to which we broadcast are a matter of discussion, particularly between the Department of External Affairs and ourselves. As I have made clear, we have no moneys for expansion of areas to which we transmit. We cannot decide today that in six months' time we are going to be broadcasting in Chinese let us say to the Far East. Moneys have to be provided if this new service is to be established. At this moment we ourselves have no plans for broadcasting to other areas.

Mr. BUSHNELL: May I put it another way; we would like to do it but have not received very much encouragement so far.

The CHAIRMAN: Before you ask your question, Miss Aitken, might I suggest that if we do not complete the questions with Mr. Delafield this morning, we will meet this afternoon and continue. Miss Aitken continue and then Mr. Bell.



Miss AITKEN: When you do a T.V. show, such as the rather unfortunate one on Ghana recently, do you return such broadcasts by radio to the country of origin?

Mr. DELAFIELD: You are talking about a television show. We have no service to Ghana except in terms of transcriptions, which are mostly transcriptions of Canadian life.

Miss AITKEN: You do not return a show such as that?

Mr. DELAFIELD: No.

Mr. BELL (*Saint John-Albert*): I would like to follow up on Mr. McCleave's question and ask if you have enough power to compete?

Mr. DELAFIELD: No.

Mr. BELL (*Saint John-Albert*): That is your basic problem; for example, Ghana has 100,000 watts and you have only 50,000 watts.

Mr. DELAFIELD: I think Ghana has four 100 kilowatt transmitters planned; in fact, they have started them. We started out with 50 kilowatt transmitters in 1945 and they are still in existence.

Mr. BELL (*Saint John-Albert*): Would it be a big proposition to increase them?

Mr. DELAFIELD: It would cost a certain amount of money.

Mr. MCGRATH: But the cost would be warranted?

Mr. DELAFIELD: Yes, we think so.

The CHAIRMAN: Might I suggest that we have completed the questioning on International Services? And if that is the case, we now have a brief heading, on the relationship with performers rights society.

Before you leave, Mr. Delafield, thank you very much for your help.

Mr. DELAFIELD: Thank you.

The CHAIRMAN: Very well, Mr. McCleave.

Mr. MCCLEAVE: I refer to some information to be found at page 390. I think, before asking my question, would it be possible for Mr. Bushnell to explain why the payments for copyright material have advanced from \$1.3 million in 1953-54 to \$6.8 million in 1957-58?

Mr. BUSHNELL: In the first place, I think what you are asked for was the amount of money paid to performing rights societies.

Mr. MCCLEAVE: That is right.

Mr. BUSHNELL: Well, you have too much information. It should never have been put in there.

Mr. MCCLEAVE: Call me lucky.

Mr. BUSHNELL: If we deal with that part of it only, these rates are set by the copyright appeal board as far as the CAPAC people are concerned, that is the Canadian Authors and Publishers Association. And the amount we have paid to Broadcast Music Incorporated is done by agreement. As you can see, they have increased quite substantially.

But inasmuch as private stations already subscribing to B.M.I. have contributed more, we felt we should do the same thing.

Mr. MCCLEAVE: Does the C.B.C. pay for what are known as grand rights?

Mr. BUSHNELL: Grand rights? Yes, we do that. Grand rights are outside the purview, actually in some cases, of either the B.M.I. or CAPAC.

Mr. MCCLEAVE: Is it not a fact that the private broadcasting industry in Canada has resisted the payment of grand rights, and it has a case still pending before the Exchequer Court?

Mr. BUSHNELL: That is correct.



Mr. PICKERSGILL: Mr. Chairman, might we have a translation? There are some of us who are not lawyers or show men, and who do not know what grand rights are.

Mr. SMITH (*Calgary South*): Mr. Pickersgill comes within one of those two categories.

Mr. BELL (*Carleton*): He belongs in one as much as he does in the other.

Mr. OUMET: I am not a lawyer either but I have been concerned with the question of performing rights at the C.B.C. for a number of years. Grand rights are not recognized under Canadian law, but to all intents and purposes there do exist certain conventions with performing rights societies overseas which deal strictly with performing rights, particularly in the drama field. These conventions exist with the Société des auteurs et compositeurs dramatiques of France and with the Société des gens de lettre also of France. The first society is concerned with play rights, and the theatrical field generally, while the other organization is concerned more with novelist, poets and authors of novelettes.

Mr. McCLEAVE: Could Mr. Bushnell explain why the C.B.C. and the private broadcasting industry have apparently taken opposite tacks with regard to the question of grand rights.

Mr. OUMET: On this question I do not believe you can use the work of any author in the world without compensating him for it. The case you are dealing with is one which has come about because of a recorded performance, a disc of a certain work which, if I remember well, is Ravel's *L'Enfant et Les Sortilèges* and it has been before the Exchequer Court for a number of years.

But mind you, in so far as paying for the rights to the performing societies, we abide by the Berne convention. The copyright law is there, and the C.B.C. does not feel it is in a position to disregard it.

Mr. McCLEAVE: On the question of the Broadcast Music Incorporated contract I am informed by advisers who even know more about grand rights than I do, which is a great deal, that the C.B.C. has made what is regarded as a very good contract there, but there are some questions about these copyright payments which confuse one. For example, in the field of music, is this where the grand rights payments are being made? There is a threefold increase here.

Mr. OUMET: Grand rights would be paid in the field of music strictly for what we call dramatico-musical work. These dramatico-musical works are operas. Therefore, it could be that there has been an increase because of the fact that quite a number of operas have been performed on television as well as on radio in the last few years.

Mr. McCLEAVE: In the next item, manuscript, does this include only copyright?

Mr. OUMET: I would say performing rights; that is, so much per minute per manuscript.

Mr. McCLEAVE: Would it include commissions?

Mr. OUMET: I think they might be put in the same budget, although normally they would come under a different budget, namely scripts.

Mr. BUSHNELL: I think the answer to that is that upon the advent of television the cost of performing rights went up.

Mr. McCLEAVE: In the next item, under films, does this include only copyright for the music in the film?

Mr. BUSHNELL: No, it has nothing to do with that. It should not have been put in that way in the first place.



Mr. OUMET: Performing rights on films are still being debated by the European Broadcasting Union, a large group of broadcast organizations in Europe, and a few in North America.

Mr. McCLEAVE: And in the final category, special events, hockey, football, and sports, can you explain what copyright is involved there?

Mr. BUSHNELL: It is not copyright at all. It is performing rights. I do not know where you got this statement. I did not see it, because if I had, it would not have gone in that way. These are payments that are made for they are broadcasting rights. They are not copyright. There is no copyright in a football game.

Mr. McCLEAVE: These are for actualities?

Mr. JENNINGS: These are broadcasting rights.

Mr. McCLEAVE: This is different entirely from the amount you would have to pay to the big four for the right to broadcast football games.

Mr. BUSHNELL: Goodness, no.

Mr. McCLEAVE: I see the figure is only \$189,000, so it could not have been to the big four.

Mr. BUSHNELL: No, it certainly could not be for this year. We passed it up last year, incidentally.

Mr. CHAMBERS: But you did buy part of it back?

Mr. BUSHNELL: Yes, for one-third of the cost.

Mr. CHAMBERS: And also for one-third of the order.

Mr. JENNINGS: No, the whole rights.

Mr. BUSHNELL: We bought it back for less than one-third of the cost, and we gave the original holder of the rights the right to broadcast one-half of the big four games in the province of Quebec.

Mr. CHAMBERS: You said \$100,000?

Mr. BUSHNELL: Yes.

Mr. CHAMBERS: Did you recover that from the advertisers?

Mr. BUSHNELL: Yes.

The CHAIRMAN: I suggest we are through with item number 9 under part "A" of the Agenda. Is that agreeable?

Agreed.

There is only one thing before we leave. The plane for Toronto on Tuesday, June 23rd will leave at 10 a.m. We will have a bus at the front entrance here at 9 a.m. I understand we shall leave Malton airport at 10 p.m. so that we may be home by 11 p.m. if at all possible.

Mr. PICKERSGILL: Mr. Chairman, before we adjourn, I would like to say that I have a seconder for my motion; Mr. Mitchell.

The CHAIRMAN: Could I suggest to you, Mr. Pickersgill, that your subject is not in this first heading; and I would suggest that you hold it until we get down to—

Mr. SMITH (Calgary South): Under item "C".

The CHAIRMAN: "Controversial and political broadcasting".

Mr. PICKERSGILL: I suggest, in view of the second statement made by the Premier of Ontario, that it is relevant anyway, because he wants to abolish the C.B.C.

The CHAIRMAN: I suggest you are asking the question for a political motive, and it should come under another heading.



Mr. PICKERSCILL: On a question of privilege, Mr. Chairman, I would suggest the Chair is reflecting on the motives of one of the members.

The CHAIRMAN: I am suggesting that I am not.

Mr. SMITH (*Calgary South*): I am suggesting that if you are not, you should be.

The CHAIRMAN: The next meeting will be on Thursday.

Mr. PICKERSCILL: You win; pick up the marbles.



THE FOLLOWING IS THE TEXT OF THAT PART OF THE  
COMMITTEE'S PROCEEDINGS CONDUCTED IN  
THE FRENCH LANGUAGE

ON TROUVERA CI-DESSOUS LE TEXTE DE LA PARTIE DES DÉLIBÉRATIONS  
DU COMITÉ QUI S'EST DÉROULÉE EN FRANÇAIS

COMITÉ DE LA RADIODIFFUSION

16 juin 1959

(Page No. 416)

M. TREMBLAY: Monsieur Ouimet, pourriez-vous me dire, dans le cas de cet équilibre... au sujet de cet équilibre entre les différents programmes, j'aurais trois ou quatre questions à vous poser. Vous poursuivez d'une façon générale un but de culture, en général de culture populaire. Et quels sont, à votre avis, les critères de base qui servent à établir les programmes d'éducation populaire, de culture populaire? Quelles sont les fins que vous poursuivez?

M. OUMET: Monsieur le président, je répondrai qu'elles sont très nombreuses.

M. TREMBLAY: Quels sont-ils ces critères?

M. OUMET: Nous avons déjà déclaré que les buts de Radio-Canada étaient d'informer, d'éduquer, non d'une façon académique mais bien d'une façon culturelle, et également de distraire.

Les critères qui s'appliquent à ces trois domaines peuvent être reliés inévitablement à ce qui constitue de l'information, et je crois, monsieur le président, que tout journaliste peut avec un certain montant d'expérience expliquer ce qui constitue l'information.

Les mêmes critères, non pas les mêmes critères, mais d'autres critères s'appliquent aux émissions d'éducation. Il ne s'agit pas de monter des programmes qui sont difficiles d'absorption ou de compréhension de la part des auditeurs, mais graduellement de développer le goût du public en matière d'éducation populaire, en matière de culture.

Pour ce qui est du domaine du divertissement, nous tentons constamment de nous en tenir au divertissement sain, à la bonne humeur, enfin toutes ces choses qui constituent pour le peuple le moyen de se distraire.

\* \* \*

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M. TREMBLAY: Monsieur Ouimet, vous ne pensez certainement pas que je me contenterai de cette réponse plutôt vague, de cette esquisse indéfinie. Je vais vous poser des questions précises.

Vous adressez vos programmes éducationnels à un public déterminé, à un public, en ce qui concerne le réseau français, à un public canadien-français. Quelles sont les lignes de force, quels sont les critères de base sur lesquels vous vous appuyez pour ces programmes? Quelles sont, à votre avis, ces valeurs fondamentales que vous vous devez de respecter dans l'élaboration de ces programmes pour un public spécifique?



M. OUMET: Je répondrai qu'en matière d'éducation populaire, nous essayons d'appliquer les critères les plus sains qui existent. S'agit-il de discuter les choses sociales, nous nous efforçons de faire comprendre ce qu'est la justice sociale. La même chose dans les autres domaines.

Et d'ailleurs, monsieur le président, si on a lu le rapport qui a été présenté au cours de la première séance, de la première ou de la deuxième séance du comité parlementaire, analysant les programmes de Radio-Canada, je crois qu'on peut trouver là une élaboration assez complète des buts, des besoins, enfin des critères que nous suivons dans l'élaboration de nos programmes.

\* \* \*

M. DORION: Comme je dois m'occuper plutôt du réseau français, c'est particulièrement à M. Ouimet que je m'adresse. Je voudrais savoir, monsieur Ouimet, si vous avez un organisme quelconque, à l'intérieur du réseau, qui a pour mission de s'occuper des critiques, bonnes ou mauvaises, venant du public, des journaux ou d'autres organismes, des critiques venant des sociétés ou de la presse en général?

M. OUMET: Monsieur le président, je peux répondre à M. Dorion, à ce sujet, qu'effectivement nous avons un organisme, enfin nous avons un service qui coordonne toutes ces informations, et ces services de presse et d'information, c'est ce service qui nous fait tenir d'une façon régulière, je dirais même presque quotidienne, des rapports au sujet des lettres reçues, au sujet des appels téléphoniques reçus, au sujet de toutes les critiques qui sont publiées à travers le pays, soit en langue française soit en langue anglaise, dans les journaux. C'est tout à fait complet, et même dans certains cas, je vous avoue que c'est très difficile de passer à travers tout.

(Page No. 420)

M. DORION: Ne croyez-vous pas, monsieur Ouimet, qu'il serait de bonne politique pour Radio-Canada d'avoir un comité consultatif des programmes qui serait formé de personnes de l'extérieur n'ayant rien à voir avec l'organisation proprement dite de Radio-Canada?

\* \* \*

Monsieur Ouimet, vous connaissez l'école des adultes. Est-ce que l'école des adultes est un organisme qu'aide financièrement Radio-Canada?

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M. DORION: Non, l'école des adultes.

Maintenant, monsieur Ouimet, vous savez que dans la province de Québec vous avez plusieurs organisations, plusieurs sociétés littéraires, artistiques, médicales, historiques. Est-ce que vous avez affaire à ces sociétés, lorsque vous avez à préparer un programme d'ordre historique, artistique, littéraire ou autre?

M. OUMET: Monsieur le président, je crois que la multiplicité des rapports que nous avons avec certains de ces organismes ou de ces organisations n'est pas assez connue. Nous sommes en rapport avec des journaux, avec des périodiques, avec les universités. Nous sommes en rapport avec des sociétés de savants, avec le monde commercial, avec les organisations ouvrières, avec une foule d'institutions canadiennes, des plus vastes ou moins grandes, et cela prendrait trop du temps du comité que de faire une mention de tous ces organismes.



J'ai une liste d'au moins cent comités avec lesquels nous collaborons, dont la société canadienne d'éducation des adultes, qui en groupe une quarantaine; l'union des familles, qui était autrefois l'école des parents; l'institut canadien des affaires publiques, la société du conseil de la vie française, l'action politique canadienne, les groupes sociaux comme le Richelieu, les Francs, le Kiwanis...

Je pourrais énumérer environ 110 ou 112 organisations avec lesquelles nous faisons affaires constamment et dont nous recherchons très souvent les conseils et les idées dans l'organisation de nos programmes.

C'est ainsi que le programme "Les Idées en marche" est préparé tout à fait en collaboration avec l'Institut canadien, que les dirigeants de l'émission sont choisis en collaboration avec ces instituts et non pas par Radio-Canada seulement.

\* \* \*

M. DORION: Vous connaissez sûrement en particulier l'ACFAS, société scientifique?

M. OUMET: Parfaitement.

M. DORION: Qui est très bien cotée.

Est-ce qu'il vous arrive d'avoir des contacts avec cette société?

M. OUMET: Vous voulez parler, monsieur Dorion, de l'association canadienne française pour l'avancement des sciences?

M. DORION: Parfaitement.

M. OUMET: Nous avons des contacts avec l'ACFAS et l'ACFAS a rendu hommage à Radio-Canada, en novembre dernier, lorsqu'elle a remis à M. Alphonse Ouimet sa médaille annuelle.

\* \* \*

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M. PAUL: Comme nous sommes à discuter de la qualité des programmes, est-ce que M. Ouimet pourrait produire devant le comité la lettre adressée par l'épiscopat canadien à la société Radio-Canada à la suite de la représentation de la pièce: "La plus belle de céans"?

M. TREMBLAY: Monsieur le président, je pense que la question de M. Paul est tout à fait pertinente et je désirerais, moi aussi, je ferais même la motion que ces deux documents soient déposés, la lettre de l'épiscopat canadien et la réponse de Radio-Canada.

\* \* \*

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Je crois, monsieur le président, que cette étude de l'équilibre des programmes n'est pas tellement satisfaisante. Si le comité consent à ce que nous passions à d'autres items, je ne m'y opposerai pas, mais je dois signaler que je ne suis pas tout à fait satisfait des réponses que nous avons eues ici, particulièrement en ce qui concerne les critères à propos de la qualité des programmes; mais je répète que je ne m'opposerai pas à ce que nous passions à un autre item.







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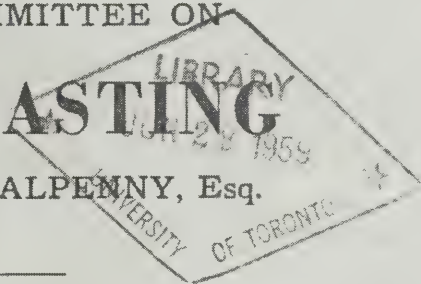
Second Session—Twenty-fourth Parliament

1959

SPECIAL COMMITTEE ON

# BROADCASTING

Chairman: G. E. HALPENNY, Esq.



MINUTES OF PROCEEDINGS AND EVIDENCE

No. 13

TUESDAY, JUNE 18, 1959

CANADIAN BROADCASTING CORPORATION

WITNESS:

Charles Jennings, Controller of Broadcasting, Canadian Broadcasting Corporation.

THE QUEEN'S PRINTER AND CONTROLLER OF STATIONERY  
OTTAWA, 1959

21485-8-1

# SPECIAL COMMITTEE ON BROADCASTING

Chairman: G. E. Halpenny, Esq.

Vice-Chairman: J. Flynn, Esq.

and Messrs.

Miss Aitken,  
R. A. Bell (*Carleton*),  
Tom Bell (*Saint John-  
Albert*),  
Brassard (*Lapointe*),  
Mrs. Casselman,  
Chambers,  
Dorion,  
Eudes,  
Fairfield,  
Fisher,  
Forgie,

Fortin,  
Johnson,  
Kucherepa,  
Lambert,  
Macquarrie,  
Mitchell,  
Morris,  
Muir (*Lisgar*),  
McCleave,  
McGrath,  
McIntosh,  
McQuillan,

Nowlan,  
Paul,  
Pickersgill,  
Pratt,  
Richard (*Ottawa East*),  
Robichaud,  
Simpson,  
Smith (*Calgary South*),  
Smith (*Simcoe North*),  
Taylor,  
Tremblay.

J. E. O'Connor,  
*Clerk of the Committee.*



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## MINUTES OF PROCEEDINGS

THURSDAY, June 18, 1959.

The Special Committee on Broadcasting met at 9.30 a.m. this day. The Chairman, Mr. Halpenny, presided.

*Members present:* Miss Aitken, Mr. Bell (*Carleton*), Mrs. Casselman, and Messrs. Chambers, Dorion, Fairfield, Fisher, Flynn, Forgie, Halpenny, Johnson, Kucherepa, Macquarrie, Muir (*Lisgar*), McCleave, Pickersgill, Paul, Robichaud, Simpson, Smith (*Calgary South*), Smith (*Simcoe North*) and Tremblay. (22).

*In attendance:* From the Canadian Broadcasting Corporation: Messrs. R. L. Dunsmore, Chairman, Finance Committee, Board of Directors; M. Henderson, Comptroller; Marcel Carter, Controller of Management Planning and Development; Charles Jennings, Controller of Broadcasting; Marcel Ouimet, Deputy Controller of Broadcasting; R. C. Fraser, Director of Public Relations; R. E. Keddy, Director of Organization; J. J. Trainor, Assistant to Director of Audience Research; Barry MacDonald, Secretary, Board of Directors; and J. A. Halbert, Assistant Secretary, Board of Directors.

The Chairman observed the presence of quorum and read into the record a translation of a telegram signed by the following:

Mr. Jean-Louis Roux, President, *Société des auteurs dramatiques*;

Mr. Jean Duceppe, President, *Union des artistes*;

Mr. Fernand Quirion, President, *Association des réalisateurs*.

*Agreed*,—That in future all communications addressed to the Committee will be considered by the Subcommittee on Agenda and Procedure.

*Agreed*,—That the Subcommittee on Agenda and Procedure consider the desirability of giving a certain priority to Part "H" of the Agenda, that part relating to "New Developments".

Part "B" of the Agenda was called and Item 1—Comparison by Location of News Service—was allowed to stand.

Items 2, 3 and 4 relating to,

(a) a review of Directive and Style Guide;

(b) a review of the proposal to employ new staff to cover Parliamentary Proceedings; and

(c) integration of supervisory and editorial staff of radio and television services,

were considered and questions were answered by Mr. Jennings.

The Chairman called for consideration, Part "C" of the Agenda—Controversial and Political Broadcasting—whereupon Mr. Forgie moved, seconded by Mr. Pickersgill; That the Premier of Ontario be invited to attend this Committee, and set forth his views and grievances against the C.B.C.

Moved by Mr. Johnson, seconded by Mr. Tremblay, that the motion be amended to read "That all provincial premiers and other prominent persons be invited to appear at the completion of the Committee's hearings". The amendment was negatived, NAYS: 9; YEAS: 7.

Moved by Mr. Flynn, seconded by Mr. Smith (*Calgary South*), that the motion be amended by the addition of the following words, "and that this be deferred until completion of the Agenda".

The motion, as amended, was resolved in the affirmative, YEAS: 12; NAYS: 5.

At 11.00 a.m. the Committee adjourned to meet again at 9.30 a.m., Monday, June 22, 1959.

J. E. O'Connor,  
*Clerk of the Committee.*



NOTE: Text of the Proceedings recorded in the French language appears immediately following the day's Evidence.

REMARQUE: Le texte des témoignages recueillis en français figure immédiatement à la suite du compte rendu des délibérations de la séance d'aujourd'hui.

## EVIDENCE

WEDNESDAY, June 17, 1959.

9:30 a.m.

The CHAIRMAN: Gentlemen, we have a quorum. Mr. Bushnell is ill this morning and will not be here. Therefore, Mr. Jennings will sit beside me.

I received a letter from three groups in Montreal. I think it should be read into the record. Is that agreed?

Agreed.

The CHAIRMAN:

At a joint meeting of the Society of Dramatic Authors, the Artists' Union and the Producers' Association which was held on Monday, June 15, 1959, the following resolution was unanimously passed:

1. Whereas the parliamentary committee on radio and television broadcasting now sitting at Ottawa was set up to examine the structure and operation of the Canadian Broadcasting Corporation for the purpose of improving, if possible, the services which the taxpayers are entitled to expect from that important body;

2. Whereas it has been proved that the French network, despite its imperfections, still ranks among the most efficient in the world;

3. Whereas certain members of parliament sitting on that committee are taking advantage of their parliamentary immunity to utter half-truths, make gratuitous statements and hurl charges at random, for the obvious purpose of making political capital, using methods worthy of all the scandal sheets;

4. Whereas this policy of the said members of parliament is contrary to the rudimentary principles of law, which never permit one or more persons to be tried in their absence, when they cannot defend themselves against the charges made in obvious bad faith;

5. Whereas there is nothing constructive about such an attitude which serves, rather, to bring discredit on the authors, artists, and producers who are the chief architects of the quality and prestige of the French network;

For all these reasons, la Société des auteurs, l'Union des artistes, and l'Association des réalisateurs de Montréal wish to protest vigorously to the Prime Minister of Canada, asking him to put an immediate stop to the anti-democratic methods now being used in the parliamentary

committee on radio and television broadcasting. Such methods in the long run lower the prestige of the people's representatives, whose duty is to work for the greatness of the nation and not to belittle and disparage their fellow-countrymen.

Jean-Louis Roux,  
*President,*  
*Société des auteurs dramatiques.*

Jean Duceppe,  
*President,*  
*Union des artistes.*

Fernand Quirion,  
*President,*  
*Association des réalisateurs.*

Mr. PICKERSGILL: I take it that is a translation?

The CHAIRMAN: Yes. I think we will table it in French and in English so that we will make sure we have the correct translation.

Also, I see in this morning's *Gazette* an item, the final paragraph of which says:

It was also learned the three groups are preparing a brief to be presented to the parliamentary committee.

Are there any comments?

Mr. PICKERSGILL: I am wondering about the propriety. How did this reach the committee?

The CHAIRMAN: It was addressed to M. Halpenny, Président, Comité Parlementaire de la Radio et de la Télévision.

Mr. TREMBLAY (*Interpretation*): For the record, the following is a sight translation of Mr. Tremblay's statement:

1. Whereas the parliamentary committee on broadcasting and television was set up in order to study the mechanism, nature and operations of the C.B.C. with a view to improving, if possible, the services which the taxpayers are entitled to expect from this important body.

2. Whereas the reports and comments of the newspapers and press agencies on the proceedings of the said committee have very often been presented in an incomplete and tendentious manner.

3. Whereas authors, artists and performers came, during the strike of the French network on the television, into my office in parliament to complain of the bad treatment of which they had been victims from the C.B.C., from the poor administration of that firm, and from the scandals which they believe existed in that administration.

4. Whereas I received, again very recently, mainly during the last few weeks and the last few days, letters, telephone calls and visits from performers, authors and producers of the C.B.C. and that these persons communicated with me, congratulating me on the work accomplished in the committee and asking me to continue in the same way.

5. Whereas the members of the said committee have been unable to obtain the names of those responsible for the various administrative services of the C.B.C. and therefore have been unable to say who are the persons responsible as witnesses with a view to examining the administration of the services of the C.B.C.



6. Whereas the committee accepted avoiding direct references to personalities and even to radio and television programs, it has therefore been impossible to obtain the appropriate information.

7. Whereas the members of the committee were obliged to proceed by means of indirect questioning.

8. Whereas the Vice-President of the C.B.C. stated that he was responsible for the acts of the C.B.C. to the members of the committee.

9. Whereas until we have heard from him in respect of the protests found in the telegram which the chairman of the committee has just read.

10. Whereas because of the principles of the government responsible and parliamentary privileges, members of the said committee are entitled to make inquiry on the use of public funds and as a result on the operations of the body which is largely paid for by the taxpayers.

I therefore state that I wish to deny personally the allegations of the submission sent to the Rt. Hon. the Prime Minister of Canada, and to the chairman of the parliamentary committee on broadcasting and television, and that I intend to carry on the work undertaken in the committee in complete good faith without regard to persons or personalities, with the sole object of improving this public service of state radio and television in order that the money paid by the taxpayers shall be profitable to the nation and to the taxpayers themselves, and shall be put to good use by the nation and by the taxpayers themselves.

This being so, I have the conviction of simply carrying out the mandate which the taxpayers have asked me to fulfill. Signed John Tremblay, member of parliament for Roberval, and dated June 18, 1959.

Mr. PICKERSGILL: Mr. Chairman referring to a point of order, this communication read this morning was only one of many communications addressed to the committee. It seems to me that we have a fixed agenda for the deliberations of this committee, and that we agreed to it; therefore we should not have our proceedings disturbed. I take no exception to Mr. Tremblay's statement because it probably is a proper question of privilege. But I do take exception to this communication being put into our record at all unless all the other communications which have been addressed to the committee are going to be similarly treated. I think we ought to make a decision about it.

The CHAIRMAN: Are there any comments, gentlemen.

Mr. FISHER: Does Mr. Pickersgill care to make a motion?

Mr. PICKERSGILL: It does not seem to me that there is any motion called for.

The CHAIRMAN: Mr. Pickersgill, I think that this is the first critical communication that we have received. Any other communications that have been received were requests from individuals to appear before the committee, but this is the first communication of this type, and I thought that in fairness to the committee it should be read into the record.

Mr. BELL (Carleton): Mr. Chairman, may I suggest that every such communication be placed before the steering committee and that they should report to this committee what if anything should be produced.

Mr. CHAIRMAN: I think that is a good idea. Is that agreeable?

Mr. PICKERSGILL: Yes. And in the meantime this should not be made part of the record.

The CHAIRMAN: We are under programming and newscasting.

Mr. FISHER: There are several of us on the committee who are very much interested in this question of the extension of coverage in the hinterland areas. I refer to Mr. Simpson and several others. There is certainly an urgency in this, in that a number of small communities are making plans to spend money for their own particular situations. What I would like to ask is: would it be possible for us to name a day within the next two weeks when we might treat with that particular aspect of the matter? I gathered from Mr. Bushnell that Mr. Richardson is ready and willing to go ahead with it, and that he has all the information.

The CHAIRMAN: If it is agreeable to the committee Part H New Developments can be placed ahead on the agenda. There is no reason why it should not be done.

Mr. FISHER: Does it need a motion, or could we do it a week from to-day?

Mr. SMITH (*Calgary South*): Mr. Chairman, I agree that this is important to the group, including Mr. Fisher and Mr. Simpson. My only concern is that we have some other important matters which I hope we will be able to deal with before the adjournment of the house; and if this is delayed, it will mean conceivably that important business—and I refer to the financial structure of the corporation—will then have to be put back to a time when conceivably the committee might not be able to give it its full attention. I suggest that item D is one of the more important items for consideration and I hope it will not be further deferred.

Mr. PICKERSGILL: I think Mr. Fisher has made a very reasonable request; and it just so happens that with the exception of Mr. Simpson, the members who are particularly interested in this matter are nearly all opposition members, and that they have up to now taken very little part in the deliberations of this committee.

I myself happen to be particularly interested in this question of the extension of services. It does seem to me that the suggestion of naming a specific day for that purpose is a very good one and that it ought to be entertained.

Mr. SMITH (*Calgary South*): I have no objection.

Mr. FISHER: There is one community in my constituency, Nipigon, where the municipality and hundreds of workers are considering whether they should go ahead and make commitments costing the people who go for it about \$400 each, and they want to know whether or not they should go ahead with it. They are being pressed on all sides because there is a time factor. I do not think anything will come out of this committee which is going to help them, but they have to wait to get some indication of what the future plans are.

The CHAIRMAN: The matter will be referred to the steering committee, and I will call a meeting of that committee for this afternoon. Now, we are on Part B, of the Agenda—"Comparison by location of news service showing (a) number of staff, (b) annual cost for (i) radio, and (ii) television." Are there any questions?

Mr. SMITH (*Calgary South*): Do we have those comparisons?

Mr. Charles JENNINGS (*Controller of Broadcasting*): They are not ready yet. They are in course of preparation. Probably they will be available in ten days.

Mr. SMITH (*Calgary South*): May I have a brief reply? Mr. Jennings was trying to reply to my question.

Mr. JENNINGS: They are not ready yet.

The CHAIRMAN: I suggest that we hold over questions about it until it is ready.



Mr. PICKERSGILL: I refer to a question I asked six weeks ago.

The CHAIRMAN: Is it upon this point?

Mr. PICKERSGILL: Yes, it is on this subject.

The CHAIRMAN: Would you mind deferring it until our next meeting? They will have the information by then.

Mr. PICKERSGILL: I would like to know whether or not my question is in the minds of the C.B.C.

The CHAIRMAN: What was your question?

Mr. PICKERSGILL: If I could be permitted to speak for a moment without interruption I would repeat it. My question has to do with the advisability of the C.B.C. engaging its own news-gathering staff here for parliament.

Mr. BELL (*Carleton*): That is item (3). I understood that only item (1) was to be held over.

The CHAIRMAN: That is right. We will hold over item (1).

Mr. JENNINGS: The annual cost of 1(b) should be ready by June 30, I am informed.

The CHAIRMAN: Very well. Item (2), "Review of directive and style guide," which we have on page 135 of our proceedings. Are there any questions concerning page 135?

Mr. BELL (*Carleton*): Do you receive many complaints about there being non-adherence to the style guide?

Mr. JENNINGS: No, I do not think that we do.

Mr. BELL (*Carleton*): Do you receive any?

Mr. JENNINGS: From external sources, do you mean?

Mr. BELL (*Carleton*): Yes, or from within your own organization?

Mr. JENNINGS: The news service is composed of a lot of normal human beings, and they do have to be straightened out from time to time by the aid of this style guide. It is something which is continually being brought to the attention of the news staff, especially when any news development indicates that they should be alerted to pay particular attention to an area covered by the style guide.

Mr. SMITH (*Calgary South*): Perhaps here we might ask Mr. Jennings about the organizational authority for determining the balance—again I use that word—in assessing what will be carried, after an assessment of the news of the day has been made, as a determining factor. Who is the gentleman who makes the decision as to how much of it will be carried.

Mr. JENNINGS: Mr. Smith, that would work all the way up the line, from the editor on duty writing the bulletin, getting his material from the source, selecting it, having the bulletin reviewed by his senior editor on duty and, if necessary, referring it on up to the radio or television editor in charge of the whole system and on up, if necessary, to the chief news editor himself.

Mr. SMITH (*Calgary South*): Could you cite an example, please, as to whether the authority might purely rest with the news editor as compared with having it sent up to a more senior official; or do you differentiate?

Mr. JENNINGS: I would say this. The editor on duty in charge of writing the bulletin is there to select and to put in the order of priority in which they appear in the bulletin the various stories that come from the sources. He is the main one doing the Canadian Press and the U.P. international. If, in his judgment he feels he should refer the treatment of a particular story, or its inclusion, in the normal course of events he would refer it. I think this is a day-to-day normal working procedure.

Mr. FISHER: In relation to 18.7 and 18.8, in connection with election results and so on, has anyone anything further than a statement that was released to the press a few days ago to the effect that you were going to stand by the explanation made by Mr. Duffy, so far as the Ontario provincial election coverage was concerned?

Mr. JENNINGS: Yes, so far as we are concerned, we have made a very careful examination of the coverage that was given to the Ontario election on television. I myself would say that there were a couple of weaknesses in it. One weakness was where a bulletin came in which gave an incorrect standing. This was picked up and it was some time—I do not know how long; perhaps half an hour—before it was corrected. It was caught finally by the editor on duty. But in the meantime it had gone up on television tabulation, through the normal flow. It was picked up by one of the announcers in Toronto, and it was also picked up here, where the information was also available.

Mr. FISHER: I knew it was a mistake immediately. I follow provincial election results closely and I must say it led to some temporarily broken hearts in our particular party. I was wondering why you did not catch that mistake sooner.

Mr. JENNINGS: I do not know. They are working under a good deal of pressure; the stuff is flowing in at a great rate and they use it as fast as they can get it. I think it was a source of puzzlement.

Mr. BELL (Carleton): Was it a C.B.C. mistake or a source mistake?

Mr. JENNINGS: A source mistake. Apart from the C.B.C., that service was going to all private radio stations as well as to all private television stations. It was being used by them in their coverage of the election. How it threw them, I do not know.

Mr. FISHER: They used the "boob" too. What would it have cost to have put the Premier of Ontario on television, live, from Lindsay?

Mr. JENNINGS: I am sorry; I cannot answer that question at the moment.

Mr. FISHER: Was the cost the factor?

Mr. JENNINGS: There were two reasons, Mr. Fisher. The first one was a technical consideration. As I understand it, not being a technical person, in order to put Premier Frost on television, I was told it would have meant an interruption of service of up to two days flowing from the east to the west, service from Ottawa, Montreal and so on. It would have meant an interruption to that extent in order to put him on from Peterboro. In so far as Lindsay is concerned, I understand there would have been some difficult construction encountered.

Mr. PICKERSGILL: Would it have been difficult to put him on from Peterboro?

The CHAIRMAN: Do you have a further question, Mr. Fisher?

Mr. FISHER: During the federal elections, did you experience any difficulty in getting the party leaders to come to the television outlets?

Mr. JENNINGS: In the first election we did not. In the first election we did not get Mr. Coldwell. Mr. Diefenbaker in one case flew down to Regina and in another case to Saskatoon.

Mr. FISHER: Mr. Diefenbaker was prepared to make a move in order to appear before the television cameras.

Mr. SMITH (Calgary South): What happened to Mr. Coldwell?

Mr. JENNINGS: I think it was impossible for him to reach a television outlet.

Mr. MACQUARRIE: I have a question in connection with 18.9.

Mr. PICKERSGILL: Mr. Chairman, I had a further question in connection with the Ontario election broadcast.



The CHAIRMAN: We will come back to you in a moment, Mr. Pickersgill; will you proceed, Mr. MacQuarrie?

Mr. MACQUARRIE: I am just wondering if your news gatherers and disseminators take any responsibility for covering a region in a particular area. I recall during the Nova Scotian election campaign the Halifax news room released information on all Nova Scotia provincial nominations, but in various places in the maritimes during that time there were dominion nominations which did not seem to be covered.

Mr. JENNINGS: It is purely a matter of space and time. You cannot do them all. We have to report them. Since we cannot do that, we try to pick out what the directive calls "newsworthy nominations",—not the routine naming of candidates, because it is impossible to carry all of them.

Mr. MACQUARRIE: I wonder if propinquity were the fact, that you covered the Nova Scotian one but not anything beyond that province.

Mr. PICKERSGILL: I wanted to ask a question in connection with the broadcast on television from Ottawa of the Ontario election. I wanted to ask Mr. Jennings if there had been any complaints. Practically throughout the whole evening, once the election had been conceded, it was impossible to get any results through C.B.C. television of any significance at all, other than the Ottawa valley. Their broadcast seemed to be of a frightfully local character. Even in the Ottawa valley a lot of people were interested in the results in Toronto, Windsor, Fort William, Niagara Falls and other parts of the province; but we got a most tedious repetition over and over again of half a dozen or a dozen constituencies in this area of the over-all result and nothing else.

Mr. CHAMBERS: I found those results very interesting.

Mr. PICKERSGILL: I did too; but having heard them a dozen times, I would have liked to hear some of the results from the rest of the province. I was wondering whether there had been any general complaints about the rather parochial character of that.

Mr. JENNINGS: There has been none that reached my ears.

Mr. PICKERSGILL: My main purpose in asking the question was so one would.

Mr. CHAMBERS: In 18.9 there is a statement which reads:

In the same way, routine campaign speeches can be ignored. A sensible procedure is to cover only the party leaders, apart from any particularly newsworthy announcements or unusual breaks.

It seems to me that the policy of the C.B.C., on television particularly, is tremendously important because a newspaper memo like this is probably the greatest former of opinion today. I can see that a policy like that might make sense in Great Britain, but in Canada we have a great diversity of problems in various parts of the nation. The party leaders deal with the national issues; but there are important local issues and there is a tendency in Canada for the individual candidate, the individual member of parliament, to reduce in importance in the minds of the public, partly because of a policy like this.

The CHAIRMAN: And your question is, Mr. Chambers?

Mr. CHAMBERS: My question is, whether this has been recently reviewed with a view, perhaps, to changing the emphasis somewhat, allowing more coverage of local candidates, particularly on local or area questions that are being commented upon by the candidates in that area.

Mr. JENNINGS: I would think, if you had watched the local Ottawa television station during the campaign, that in the five minutes of local news that is covered. First of all, things of national interest go into the national bulletins, and, where possible, into regional or local television. In television we have

not the regional news bulletins we have in radio. In radio those regional news bulletins cover subjects of regional interest, and in some cases where we have local bulletins—and this is radio. Actually, in television in Montreal and Toronto we are now equipped sufficiently to put on what we call a metro bulletin. News of local interest, or of interest within the range of the station, would be covered.

Mr. CHAMBERS: This has changed since the time of the last federal election, because in the last federal election I noticed the C.B.C. did a good job and covered the national picture. But, whereas local radio stations and newspapers commented on local issues and the local campaign, the C.B.C. was very sparse in its coverage in the Montreal area of the local campaigns and issues.

Mr. JENNINGS: As you know, in Montreal a metro edition has been started since then. It is purely a matter of development and of being able to do a good job of reporting in the area which you serve. By and large, so far in television we broadcast to the national audience with our national television news. It is really a matter of what we are able to do and of the facilities we have at our disposal.

Mr. CHAMBERS: You would expect in the future there would be more possibility of covering local activities during an election?

Mr. JENNINGS: I would think quite definitely, yes.

Mr. FISHER: This is in connection with 18.10, where it deals with the popular vote, and the whole theme of this section is that you should play down anything that has emotional or colour significance. I have no particular quarrel, in so far as the C.B.C. people themselves are concerned, with that; but would it not be possible on television coverage to bring in some local colour, in the way of people who are biased, and some reaction, so we get something which is a little more lively than we have now?

Mr. JENNINGS: It may make for dullness, and we recognize this; but in the long run it makes for balanced and factual reporting, which we think is important.

Mr. FISHER: Are you sure it is not for safety?

Mr. BELL (*Carleton*): I object to the expression of the feeling that the Ottawa broadcasting was dull. I think it was far from dull.

Mr. JENNINGS: I think Mr. Fisher was not talking about the coverage of the election, but about our general coverage.

The CHAIRMAN: Mr. McCleave?

Mr. McCLEAVE: Two points, Mr. Chairman. The first is with reference to 18.9, nominations, routine campaign speeches. I might say, during the last election campaign at least 10 or 15 minutes of the newscasts in Halifax were devoted to a joint meeting of the candidates there. There was a very newsworthy meeting there, because we had almost a riot at that particular time; but they recognized the newsworthiness of this particular meeting and gave it 10 minutes' coverage.

The CHAIRMAN: What is your question, Mr. McCleave? Could we keep statements down to a minimum. We are running into statements. Do you have a question to ask on that?

Mr. McCLEAVE: Yes. As a person who at one time did read news for the C.B.C., I am very disappointed in the corporation's policy of hiring outside people—say, from the press gallery in Ottawa, from the newspapers and other sources—during election campaigns, and reducing the role of the C.B.C. news writers to that of glorified clerks. They simply take news reports off



the machines and write them in radio style. I wonder if Mr. Bushnell or Mr. Jennings could make some comment on whether there is a possibility of giving more recognition and the use of microphones to people who are in the C.B.C. news service, who are quite familiar with the rules and regulations and with what the C.B.C. news service does strive to perform?

Mr. JENNINGS: I feel the coverage of the Ontario election was a pretty good example of the sort of thing you are speaking about, where, for the first time—not for the first time going out to make pick-ups from private stations, but for the first time we were taking private stations' own people, people nominated by them, to act as the broadcaster when we switched to those places during the election.

I hope I am not getting away from your question, but this is something we have discussed with our affiliates many times; that is, the use of their own people rather than newspaper men. They feel they are equipped with their own staffs and facilities to do the pick-ups that we call on them for during this kind of broadcasting.

In the last Ontario election I think we had pick-ups from Windsor, Hamilton, Kitchener, Sudbury, London and Ottawa—our own station. But in the case of the private stations our news people met them beforehand on the planning of the coverage of the election, and they suggested and nominated people who would appear from private stations. We discussed it with them; and it was the first time, in this last election, we used their people.

Mr. McCLEAVE: My question was concerned with more use of C.B.C. people themselves in the news rooms, before the microphones and the cameras. My question was not concerned with the arrangements made with the outside stations.

Mr. JENNINGS: We do not do it too widely, but again—and it is freshest in my mind—in the Ontario election you saw the use of Norman DePoe, who played quite a large role in the broadcasting; and he is not a member of our news staff, but is a special C.B.C. reporter.

The CHAIRMAN: Is it agreed that we are through with B.2, and we shall go on with B.3: review of proposal to employ new staff to cover parliament? Mr. Pickersgill, you had a question on that?

Mr. PICKERSGILL: I would like, first of all—

The CHAIRMAN: Excuse me, Mr. Pickersgill, this is on page 260, 261 and 262.

Mr. PICKERSGILL: I would like, first of all, to speak very briefly on a question of privilege, following the precedent of Mr. Tremblay. I received a telegram after I raised this question. I am not going to attempt to introduce it into the record. I think you also received that telegram, or a similar telegram, Mr. Chairman, from the union in Toronto. In my reply to it I indicated I was not intending, by raising this question, to criticize in any way the competence of the people who were employed or who might be employed here.

My question was an entirely different question. It was one as to whether the corporation, as a corporation, should be a news-gathering service. I would not want it to be thought I discriminate in any way between those people who are employed by the C.B.C. and those who are employed by newspapers. I think that in the main they are good, conscientious and hard working people, just as much in one case as in the other. Some of them I would not agree with entirely, but that is another matter. My point was one of principle: that was that the C.B.C., the corporation itself, was going to be entering into a new field—or what would seem to me to be a new field—and taking the responsibility for news-gathering in parliament itself. In view of the peculiar relation

between the corporation and parliament, I had some doubt about the wisdom of that. I raised it as a question, not as a firm conviction on my part. I would still be very much interested in hearing the argument for doing it. It may be very compelling.

The CHAIRMAN: Just to keep the record straight, I did not receive the wire you referred to, Mr. Pickersgill.

Mr. JENNINGS: Mr. Pickersgill, this is nothing new: the C.B.C. has had a news staff here, in Ottawa, for several years.

Mr. PICKERSGILL: In the gallery?

Mr. JENNINGS: Not in the gallery, but we have been given two seats in, I think it is called, the official gallery. We have had those seats, and we have had certain privileges which Mr. Speaker gave to us—I think, but I am not sure of this—about eighteen months ago. Since that time—as you may recall—the C.B.C. made representations to the Speakers of both houses, asking for a parliamentary broadcasters' gallery, and since that time the press gallery itself has made, I understand, a revision of its rules to permit broadcasters to be full members. It is not new, Mr. Pickersgill.

Mr. PICKERSGILL: That does not really answer my question. I wanted to hear the argument, whether it is new, or whether it is not. Eighteen months, in my book, is still fairly new.

Mr. JENNINGS: It is 18 months since we have had facilities to report parliament.

Mr. PICKERSGILL: It is 18 months since you have had facilities to report parliament. My question did not relate to the reporting of other events; but, in view of the peculiar relationship between the corporation and parliament—I know what the views were years ago about this; I discussed it on a good many occasions with Mr. Dunton—I am still wondering whether it is desirable for the corporation to have the responsibility of news gathering in parliament; whether it would not be very much better for this particular function to be left to the news services. As I say, when I ask that question, I am not expressing an opinion about it. I want to know why the corporation feels it is necessary to do this, and in the public interest.

Mr. JENNINGS: Because we think the news services have limitations so far as radio and television techniques are concerned. The news services are excellent for preparation of written word bulletins. When we do voice reporting on radio or visual reporting on television, we come into another field entirely. We feel there that by the employment of our own people—and especially in the field of covering parliament—if we are able to, as is our intention now, appoint a man here in Ottawa in addition to the staff which is already reporting, we will have a man who can concentrate on factual reporting of parliament in voice reports and in visual reports on television. There is no intention of filing reports—we will still get those from the news agencies—we feel this is part and parcel of the whole developing technique of news reporting on radio, and this has been accelerated, of course, by the need to provide adequate television techniques.

Mr. FISHER: We have touched on this problem already; it is sort of the other side of the plane from Mr. Pickersgill's approach. Do you not think it may be a problem that your use of, let us say, private people as interpreters of the Ottawa scene may subvert their own integrity, in that a considerable part of their income may come from the C.B.C., and so may lead to the very kind of restriction upon their freedom—in a mental sense—that Mr. Pickersgill is worrying about the C.B.C. people being in.

Mr. JENNINGS: I do not know whether I should labour the use of the word "interpretation"; but there are two factors to this: the first is, that in this



kind of daily reporting you have to have—in my view—a man who is part of the whole machinery of your set-up, who works through the chain of responsibility to the central news room, and who does it as a day to day part of his working life.

The other side of this is the difficulty of getting people to report. You have always got to get out and scurry for somebody to do it. In addition to that is the fact that we try to keep a frightfully clearcut line between our opinion broadcasts and our news reporting—and this is always a difficulty. Every fellow you meet is not a good broadcaster for radio; he is not a good broadcaster for television. Therefore, the available pool is inclined to be used both in opinion broadcasting and in news broadcasting.

We think this, again, is the advantage of having our own parliamentary correspondents, who will be here, to report factually to our two news services about the proceedings in parliament.

Mr. FISHER: That will ease, to a certain extent, the kind of interpretive work done by people you hire?

Mr. JENNINGS: Not of interpretive work. We do not intend to put on the staff a person who will give opinion broadcasting; we intend to put on the staff, for both the English and the French network, a correspondent—I do not know how you would describe him, but a man who would do factual reporting.

He will not report his opinion; he will report the opinions of others. I do not know how you would compare him—whether it would be with the New York Times correspondent or the London Times correspondent. But that is the kind of reporting we want to have done; it is straight news reporting.

Mr. FISHER: Have you been approached within the last year by the press gallery as an organization with any views or opinions on this particular matter?

The CHAIRMAN: Can you answer that, Mr. Jennings?

Mr. JENNINGS: I cannot answer that. As far as I know, no. On the use of their members, do you mean?

Mr. FISHER: Yes; and some sort of spreading out of the use, so that more people had the opportunity to get in on the cash register?

Mr. JENNINGS: No, we have not.

Mr. SMITH (*Calgary South*): Mr. Jennings, you have stated the fact that you have a very real need for your own reporting staff, and I think that is understandable. There seems to me to be occasions when you prefer to use a report from a straight news service. I cite as an example the reporting on the activity of this committee, when there are invariably—I have been told—wire service reports. When do you think it is better to use interpretive reporting or to merely take the reporting of the news service as such? And is there any particular reason for this? Is it just human nature—you do not wish to enter into the field of what may be of a controversial nature?

Mr. JENNINGS: When you say "interpretive reporting", what do you mean?

Mr. SMITH (*Calgary South*): Perhaps I may say, you obviously use your own staff because they are familiar with the detail of, perhaps, the atmosphere of the circumstance or the event, and they will add something—as you have said yourself—which the news service may not have included in its particular bulletin. To begin with, it will be somewhat more extensive reporting of the wire news service.

Are there not times when you are inclined to take the shorter course and use purely the news service, rather than have your own person making his report?

Mr. JENNINGS: Let me make it clear that it was not in a case where the news services did not supply material. I tried to make it clear that it is a question of

technique. The news services supply a budget of news, which is very suitable for written bulletins. In radio and television we think of voice reporting and visual reporting as being part of the very nature of the mediums. For that matter, on television I suppose we could have a news reader who is sitting there reading a written bulletin; but we found, in the beginning of television, that this just was not sufficient, that we had to develop the techniques and make the proceedings interesting.

Mr. SMITH (*Calgary South*): I understand that. But my point, specifically, is this: you have two choices; your own reporter can produce a story, it can be edited and can be read over the television news of the C.B.C., or he can take purely the course of reading a Canadian Press dispatch, which will be so named. There are occasions when you prefer to take the latter course, rather than a member of your own news staff develop the story himself. report form a reporter in Ottawa or whether it should be covered off the wire

Mr. JENNINGS: I would not give a sort of professional answer as to what happens at the news editor's desk when he decides whether it should be a news report from a reporter in Ottawa or whether it should be covered off the wire services.

I think that is a matter of the story itself, and I certainly would not think there would be that sort of inhibition in his mind. I think his job would be to try to keep that reporting as effective and factual as possible.

But we come back to this one thing. You mentioned a Canadian Press dispatch being read and identified. We would not use a special reporter to read a Canadian Press dispatch off the wire; this would go into the bulletin.

The CHAIRMAN: This could go on for a week, Mr. Smith. Have you one further question?

Mr. CHAMBERS: Mr. Chairman, I think Mr. Smith was under a delusion. Your reporters do not file stories on teletype to be read in Toronto or Montreal, do they?

Mr. JENNINGS: They do voice reporting.

Mr. CHAMBERS: They put it on tape, in other words?

Mr. JENNINGS: Yes.

Mr. CHAMBERS: This type of material is not available from any other source, is it?

Mr. JENNINGS: This kind of voice reporting or camera reporting is not available any place else. As far as Canadian coverage is concerned, as we may have explained earlier, there is no source in Canada other than the C.B.C. or private stations for getting news film coverage for television. Indeed, in an attempt to improve that situation, in so far as national coverage is concerned, the C.B.C. three years ago or more took the initiative in forming a news cooperative service of which it is a member and of which, I think, now eight stations are members. This supplies news which is sent out across Canada.

Mr. FISHER: I still find a paradox in the statement made by Mr. Bushnell on page 261 where he says:

Extending back to war days, we have been building up a staff of foreign correspondents and their first hand reports by voice and film give authority and distinction to our news broadcasts. Only in such a way could we get the news in broadcast form as seen through Canadian eyes.



Then he goes on:

In one respect we feel we are behind the times, in not covering our own capital as thoroughly as we should perhaps do.

You have, let us say, persons like Mr. Keatley and Mr. Minifie who do work for you. I insist the majority of their broadcasts are interpretive. The persons you will have in Ottawa will not be interpreters but will be factual reporters. Is there not a bit of a cross-purpose?

Mr. JENNINGS: I do not think there is a cross-purpose. I think there is a slight degree of distinction in that Mr. Minifie could probably stray into the interpretive field on certain subject areas, whereas we would not consider we were able to do it on national or purely Canadian topics. I think there is a slight flexibility.

The CHAIRMAN: We are bringing personalities into this again and I do not think we should do so.

Mr. PICKERSGILL: I have a question. I must say I would like to preface this by saying I am very much reassured by what has been said about these being purely factual broadcasts. It seems to me, as much as one can distinguish between fact and interpretation, there is much less objection to this. Does the C.B.C. feel it would be quite improper for the corporation to have on its staff persons who undertake to interpret news and interpret proceedings of parliament?

Mr. JENNINGS: Yes; I think it would be.

Mr. PICKERSGILL: So do I.

Mr. McCLEAVE: Does this really not boil down to the fact that you should make more use of the man whom you now have here from the C.B.C.—I will not mention his name; everybody will know him—on these broadcasts, which should result in some savings, instead of using members of the press gallery as much as you now do.

Mr. FISHER: Hear, hear.

Mr. JENNINGS: I know, in respect of the pure work load, our consideration is that in this factual reporting job—and again I emphasize for voice and television reporting—we feel we must have another man here. I cannot tell you how the work load will be distributed, but I imagine the person here at the moment is probably a pretty busy fellow.

Mr. McCLEAVE: Is it not a statement of fact that frequently when you do use members of the press gallery they are used more in reporting than in interpretive roles?

Mr. JENNINGS: Yes.

Mr. CHAMBERS: On this question of the balance between interpretive and factual reporting, and the striving for factual reporting, how much do you try to control it in an area outside of Ottawa? One of your reporters recently has announced his own foreign policy in a speech which, as far as I know, is not—

Mr. PICKERSGILL: On a point of order; how does Mr. Chambers relate this to item B3? It does not deal with proposals to employ new staff in Ottawa.

Mr. CHAMBERS: I think I can relate it. The C.B.C. proposes to employ new staff in Ottawa and they have newsgathering staffs in other parts of the world. There seems to be a difficulty, which Mr. Pickersgill has raised, of maintaining factual reporting and unbiased reporting. How do you propose to keep it factual?

Mr. JENNINGS: In this case of which you speak, of one of our reporters, as you say, pronouncing his own foreign policy, unless it has slipped by, they are taking steps to rap him over the knuckles.

Mr. FISHER: I do not believe he did that in a C.B.C. broadcast.

Mr. JENNINGS: I do not know to what Mr. Chambers is referring.

The CHAIRMAN: We must not get into personalities.

Mr. BELL (*Carleton*): When this new proposal comes into effect, I am not clear as to whether or not in the actual newscasts the C.B.C. will cease to use members of the press gallery entirely.

Mr. JENNINGS: I would say, certainly not. Incidentally, it is not a new policy; it is a growth of the service, if you want to put it that way. There may well be times when one person alone will not be able to fill the need for factual reporting about any particular topic.

Mr. BELL (*Carleton*): Members of the press gallery will be used only for fill-in.

Mr. JENNINGS: I would not say only for fill-in. It is purely a day by day working problem. If a man cannot do it, is too busy and we must do something, I think we add to it.

Mr. BELL (*Carleton*): Directly associated with this, what is your plan for coverage of the legislatures? Is there any special plan to have C.B.C. men in Quebec city and in Toronto?

Mr. JENNINGS: We already do this. We already, Mr. Bell, do this within limitations of staff, finance, and so on. We do cover the legislatures. Just how thoroughly, I do not know. I do not know if at any point we have a man whose job is merely to cover the legislature.

Mr. BELL (*Carleton*): You do not set up in each provincial capital a complete staff for the purpose of covering the legislature?

Mr. JENNINGS: This would be very difficult.

Mr. McCLEAVE: Could we have the amounts paid to members, say, of the press gallery in Ottawa for their contributions to the national news bulletins? I am not thinking of Press Conference or other broadcasts; I am thinking entirely in terms of the news broadcasts. Would it be possible to have this for a month, a six-month period, or some other period?

Mr. JENNINGS: Yes.

The CHAIRMAN: May I ask approximately how many man-hours it would take to get this information? Ladies and gentlemen, we have decided that any further requests for information will go to the steering committee before they are accepted.

Mr. A. M. HENDERSON (*Comptroller, Canadian Broadcasting Corporation*): If we are to obtain that information for a month, I do not think it would take very long.

The CHAIRMAN: Is it agreeable we ask for that information?

Mr. FISHER: Do you want the names?

Mr. McCLEAVE: No: the amount and the number of contributions.

Mr. CHAMBERS: Have you any rules regarding staff, I mean persons who work for you in the news area, working for other publications and drawing income?

The CHAIRMAN: Do you mean here in Ottawa? We are reviewing this question of employing new staff to cover parliament here.

Mr. CHAMBERS: Yes.



Mr. JENNINGS: We have a general rule for our staff about outside work where permission for doing anything outside is reviewed and approval or otherwise is given to the specific request. I am told this is so except where provided under labour agreements.

Mr. CHAMBERS: If you had a newsman here and he was also employed as a stringer or occasional contributor to some publication which might have a political bias one way or the other, you might be running into a situation there of difficulty.

Mr. JENNINGS: We would be, and this is something we watch very carefully. For example, we would not only so far as newsmen are concerned, but so far as straight news readers are concerned, watch this very carefully, so that no one, even a news reader, would get a reputation which might in a sense lead people to believe he was coloured in the way he read the news. We are very strict about this.

Mr. CHAMBERS: Some of your people do work for other publications?

Mr. JENNINGS: Yes, and in those cases specific permission has been given and it is watched very carefully to see that in no way this work reflects on the news service.

The CHAIRMAN: I think we are getting away from the field.

Mr. FISHER: Does not the same problem exist, Mr. Jennings, in so far as the free lancers are concerned that you hire here in Ottawa?

Mr. JENNINGS: Yes.

The CHAIRMAN: Are there any further questions under part B, item 3?

Mr. JOHNSON: Mr. Chairman, I would like to know how the C.B.C. intends to hire these Ottawa representatives. I am looking at Mr. Bushnell's statement and I do not see any indication. Will they have to be hired through the Montreal office, or the Toronto office, or through the Ottawa office, if and when you employ new staff?

Mr. JENNINGS: I cannot tell you what the machinery would be, or whether they would be hired from Toronto or Montreal. But I do know that at the moment we have been looking at kine-recordings of the people who are likely to be considered for the job, and when we are agreed that this or that person is the one for the job, then formal hiring machinery will soon get into action, with a complete job description and everything else, and headquarters at Ottawa would approve it.

Mr. JOHNSON: What department is in closest relation to this matter?

Mr. JENNINGS: The news department.

Mr. JOHNSON: At Ottawa?

Mr. JENNINGS: The national headquarters in Toronto, and the French headquarters at Montreal; but it would still have to be approved here.

Mr. JOHNSON: By Ottawa?

Mr. JENNINGS: Yes.

Mr. PICKERSGILL: Is it not likely to be made through promotion within the C.B.C.?

Mr. JENNINGS: That I cannot tell you. But it is our policy to make such promotions.

The CHAIRMAN: I think we can move forward to item (4) now:

"Integration of supervisory and editorial staff of radio and television services."

Mr. BELL (Carleton): Are there separate supervisory and editorial staffs for each service?

Mr. JENNINGS: The whole service is headed by the chief news editor. He has three people reporting to him, the supervisor of news, French; the general news editor; and the general supervisor of television news. They report to the chief news editor and it is an integrated function in the sense that these people have an overall responsibility.

There is a general supervisor of television news, and a general news editor. These people work very closely together in Toronto, and they have a particular responsibility with respect to radio and television. They do overlap in consultation to a certain extent. These are really the only integrated positions. Other positions are at points outside of Montreal and Toronto, with a senior news official in charge. They are physically separate in every other place except at Winnipeg.

Mr. BELL (*Carleton*): Would it not be advisable to develop some degree of integration with a consequent saving?

Mr. JENNINGS: I would think that the matter of space is involved. In the assignment of stories I think that integration would probably be a good thing, but I do not think it would be a good thing in the preparation of stories, because the techniques are completely different.

Mr. MUIR (*Lisgar*): Are they integrated?

Mr. JENNINGS: They are not integrated as staffs. They are not integrated, in this sense, that at several places they have separate sources of information; in other words they have their own batteries of printers, and so on. In Winnipeg, because of purely physical and local conditions, they work in the same area. But there are separate staffs which write and prepare television and radio bulletins.

The CHAIRMAN: Are there any further questions on this item?

Mr. FISHER: Are supervisory personnel allowed to be members of a union?

Mr. JENNINGS: No.

The CHAIRMAN: Part "C".

Mr. FORGIE: Mr. Chairman, I move, seconded by Mr. Pickersgill, that the premier of the province of Ontario be invited to come before this committee to set forth his views and grievances against the C.B.C.

Mr. PICKERSGILL: You said this would be the appropriate place to make the motion.

Mr. SMITH (*Calgary South*): Mr. Chairman, we have a great deal of work ahead of us, and we have other agencies in addition to the corporation to be heard. I suggest it would be inappropriate at this time for us to hear individual representations from people—regardless of how distinguished a person the premier of Ontario is; and if we were to hear all these complaints against the corporation, we would certainly never finish our work. I suggest we might even have to call Mr. Pickersgill himself under those circumstances.

I therefore suggest that it be deferred until at least we complete the initial business we set out to hear.

Mr. BELL (*Carleton*): I agree that it should be deferred, but I would be interested to hear the views of the premier of Ontario. However I do not think we should interrupt our program at this stage.

Mr. PICKERSGILL: Mr. Chairman, the motion does not suggest—and I do not think my friend suggests—that we should interrupt our consideration of this agenda. But obviously Mr. Frost is a very busy man, with very many preoccupations. It might be very difficult for him to tear himself away from



Lindsay on a specific day. I suggest therefore that he ought to be given a lot of notice. And it seems to me that we ought to decide on the principle now, and to invite Mr. Frost, and we should as far as possible suit ourselves to his convenience.

I would not go so far as to suggest that the committee should adjourn to Lindsay to hear Mr. Frost. But in view of the fact that he is premier of one of the largest and most populous provinces, and has made a public statement in which he said that public broadcasting should be abolished in this country for reasons which he seemed to consider sufficient, it does seem to me we should hear him. Mr. Frost is not exactly a nobody—as the recent election proved; and it does seem to me that since he is a conservative, it would be interesting to know how many other conservatives agree with that policy which was certainly enunciated as the policy of the federal conservative party—and in view of his prominence and his importance in this matter, I think it would be very desirable to give him an opportunity to come here at some stage without interrupting this program, in order to hear his grievances, and to hear him explain why he thinks that public broadcasting should be done away with in Canada.

Mr. ROBICHAUD: Mr. Chairman, as this house will likely be sitting for another six to eight weeks, I do not think it would interfere with the proceedings of this committee if the motion were approved and accepted by the committee. Mr. Frost would have plenty of warning, and it would not interfere with our regular proceedings.

Mr. FISHER: I would like to speak in support of the motion. It seems to me that this has been the most harsh criticism of the C.B.C. to be expressed by a prominent political figure in my memory. It went far beyond the election night coverage. The very principle upon which the C.B.C. is based is involved. I think for that reason it is most important for us to have this gentleman appear before the committee.

Mr. CHAMBERS: Mr. Chairman, this type of motion has come up before in these committees, to call various people whose views might be of interest to the committee. And as Mr. Smith said, there are a number of other Canadians who would like to make known their views of the C.B.C., some of them critical and some otherwise. Many of these people are also very prominent. It would be impossible to hear them all. Therefore I suggest that the motion be referred to the steering committee for recommendation.

Mr. MUIR (*Lisgar*): I think to invite individuals to testify before this committee would be setting a precedent that would probably involve a lot of trouble for us. There are other very prominent men who have decided views on this matter and I think we would have to hear them as well, if they wished to come. We would never get through with our work.

Mr. FORGIE: We have had no others express a view such as that expressed by the Premier of Ontario. He said virtually, "I am out to kill the C.B.C.", and we want to hear what he has to say about that.

Mr. JOHNSON: He did not say that.

Mr. FORGIE: He did.

Mr. JOHNSON: What do you mean by "virtually"?

The CHAIRMAN: Gentlemen, we are getting out of hand. Mr. McCleave?

Mr. MCCLEAVE: According to our terms of reference on Wednesday, April 29, 1959, we are not empowered to present any recommendations to the House of Commons and parliament that the C.B.C. be scrapped and I think the motion on that ground alone is out of order.

The CHAIRMAN: Mr. Flynn, you are next.

Mr. FLYNN: The agenda does not refer to the principles and the extent of the C.B.C., so no one in the committee should ask to discuss this matter.

The CHAIRMAN: Have you anything else to say?

Mr. FLYNN: No.

Mr. FORGIE: The interpretation put on this by the member for Halifax is an impossible one.

Mr. FISHER: Is CARTB coming before this committee?

The CHAIRMAN: Yes.

Mr. FISHER: I think the views of the Premier of Ontario are as important for us to hear as CARTB.

The CHAIRMAN: Gentlemen, you will recall that following the original meeting of the steering committee, our suggestion at that time. It was agreed that the three groups would be called, that is the C.B.C., the C.A.B. and the B.B.G., and then if we had time to call any individuals we could—if there is any time left.

Does anyone else wish to speak to the motion?

Mr. JOHNSON: Mr. Chairman, I would like to move an amendment to the motion—that all provincial premiers and all prominent people who have complaints against the C.B.C. be asked to come and speak before this committee.

Mr. TREMBLAY (*Interpretation*): I second the motion.

Mr. ROBICHAUD: The Premier of Quebec will never come here to appear before the C.B.C.

Mr. TREMBLAY (*Interpretation*): What do you know about the Premier of the province of Quebec?

The CHAIRMAN: Just a moment, gentlemen; this is no place to fight.

Mr. SMITH (*Calgary South*): There is a motion, Mr. Chairman, to refer it to the steering committee.

Mr. PICKERSGILL: An amendment has been proposed. Has it been seconded?

The CHAIRMAN: Yes, it was seconded by Mr. Tremblay.

Mr. JOHNSON: I said not only the premiers but all prominent people, and this to take place at the end of the agenda.

Mr. ROBICHAUD: This is irrelevant because no other premier of any other province has objected, officially at least, in regard to the C.B.C.

Mr. SMITH (*Calgary South*): What do you mean by "objected officially"?

Mr. FISHER: Mr. Chairman, I would be willing to vote for this motion if the man who moved it would inform me as to the scope of his phrase "prominent people".

Mr. JOHNSON: Well, for example, those who are in private television and private radio.

Mr. PICKERSGILL: We have agreed already to hear them.

Mr. FISHER: We are hearing them.

Mr. SMITH (*Calgary South*): I suggest, Mr. Chairman, the amendment was introduced to show how difficult it would be under the circumstances. As yet we have not completed one-third of the business that we have before us. My suggestion is that this be deferred until we at least determine how long we are going to be with the outline which you have given us and then at that time consideration could be given to having further witnesses appear before this committee.



Mr. PICKERSGILL: Mr. Chairman, I am prepared to support the amendment without any equivocation. I think it is redundant and unnecessary, but it would at least accomplish the same purpose as the original motion. It is obviously moved for one purpose only and that is to get the Tory party out of an acute embarrassment.

Some Hon. MEMBERS: No, no.

Mr. PICKERSGILL: I suggest, rather than going on with this discussion, we divide the committee, on the amendment and the motion, and get it over with.

Mr. BELL (*Carleton*): Mr. Pickersgill has made it quite evident this is a pure political manoeuvre, that he is totally disinterested in this, but is only interested, as he always is, in playing politics.

Some Hon. MEMBERS: Hear, hear.

Mr. PICKERSGILL: As a matter of fact, I have a question of privilege, but I am not even going to waste my breath on Mr. Bell.

The CHAIRMAN: Gentlemen, please! Mr. Muir?

Mr. MUIR (*Lisgar*): I do not think the committee should waste time listening to these long-winded statements, and suggest that members confine their remarks to questions.

The CHAIRMAN: I noticed this morning, Mr. Muir, we spent over half the time on statements. I realize that, and we will certainly govern ourselves accordingly in the next meeting.

Mr. PICKERSGILL: Is this a free parliament? Are we to be subjected to closure?

The CHAIRMAN: Mr. Pickersgill, may I remind you that the purpose of this committee is to ask questions and not to make statements. That is all I have to say.

Mr. PICKERSGILL: May I ask the chairman who defined that purpose?

The CHAIRMAN: The steering committee did; and you were there.

Mr. PICKERSGILL: Not to my recollection. There was no suggestion of this sort made by the steering committee; certainly none I know of.

Mr. CHAMBERS: I move this motion be sent to the steering committee, and I am prepared to include the amendment with it. I think that is the proper place to deal with that matter.

Mr. KUCHEREPA: I will second that.

The CHAIRMAN: There is a motion before this committee, and it must be dealt with. There is also an amendment to the motion.

The amendment, moved by Mr. Johnson and seconded by Mr. Tremblay, is that, "All provincial premiers and other prominent persons be invited to appear at the end of the committee's hearings." That is the amendment. All in favour of the amendment?

Mr. CHAMBERS: Mr. Chairman, if I am out of order the other way, I will move a sub-amendment.

Mr. PICKERSGILL: The motion has been put and, on a point of order, there cannot be any further amendment.

The CHAIRMAN: The motion has been put and Mr. Pickersgill is quite right, Mr. Chambers; I am sorry.

Mr. ROBICHAUD: On a point of order, should not the motion read, "Premiers who have complaints"?

The CHAIRMAN: The motion reads that "All provincial premiers and other prominent persons be invited to appear at the completion of the committee's hearings." That is the amendment. Are you ready for the question, gentlemen? Those in favour; those opposed?

I declare the amendment lost, nine to seven.

Are we ready for the question on the motion?

Mr. CHAMBERS: No, Mr. Chairman, may I now move my amendment, to add to the motion these words, "This matter to be referred to the steering committee"?

The CHAIRMAN: Do you have a seconder?

Mr. SMITH (*Calgary South*): I wonder if I might ask for an explanation of that. I assume the new amendment suggests that consideration will be given to calling any other witnesses including, of course, the premier, if and when we have time. Is that the purport of your amendment?

Mr. CHAMBERS: No, the amendment is tacked on to Mr. Pickersgill's motion, which is that—

Mr. PICKERSGILL: That is not my motion, but Mr. Forgie's.

Mr. CHAMBERS: Mr. Forgie's motion is that—

The CHAIRMAN: I will read Mr. Forgie's motion, "that the premier of Ontario be invited to attend this committee and set forth his views and grievances against the C.B.C." That is the motion.

Mr. CHAMBERS: My amendment is to add to that the words, "if recommended by the steering committee."

The CHAIRMAN: Your amendment was seconded by Dr. Kucherepa. Any discussion on the amendment, gentlemen? Ready for the question? The amendment reads: that the premier of Ontario be invited to attend this committee and set forth his views and grievances against the C.B.C.—if recommended by the steering committee.

Mr. KUCHEREPA: Mr. Chairman, that was not the amendment; the amendment was to send this back to the steering committee.

The CHAIRMAN: I wish the mover and the seconder of the amendment would get together. What is the amendment?

Mr. CHAMBERS: . . . "if recommended by the steering committee"—which, in effect, sends the motion to the steering committee.

The CHAIRMAN: That is what I said: you are adding that on to Mr. Forgie's motion.

Mr. CHAMBERS: That is right.

Mr. KUCHEREPA: I withdraw.

The CHAIRMAN: Do you have another seconder, Mr. Chambers? Are we ready for the motion?

The VICE CHAIRMAN (*Mr. Flynn*): No, Mr. Chairman; I would move that consideration of this motion be adjourned until we have completed the agenda.

Mr. SMITH (*Calgary South*): I would second that, if it has not been seconded.

The CHAIRMAN: Moved by Mr. Flynn, seconded by Mr. Smith: that this be deferred until all our agenda is completed.

Mr. PICKERSGILL: Mr. Flynn made a motion; I do not know that it needs any amendment by Mr. Smith.

Mr. SMITH (*Calgary South*): You have been assisting every other person who has moved an amendment in here today.

Mr. PICKERSGILL: Are you using me as a model?

Mr. SMITH (*Calgary South*): Heaven forbid; I would be wrong, if I did.

The CHAIRMAN: The motion, then, gentlemen, is—moved by Mr. Flynn, seconded by Mr. Smith of Calgary: that this be deferred until the committee



has considered the entire agenda. Are we ready for the question? All in favour of Mr. Flynn's and Mr. Smith's motion? Contrary, if any? Twelve to five in favour of the motion. Thank you, gentlemen.

Next week we will meet on Monday morning at the same time. The B.B.G. will be with us.

THE FOLLOWING IS THE TEXT OF THAT PART OF THE  
COMMITTEE'S PROCEEDINGS CONDUCTED IN  
THE FRENCH LANGUAGE

ON TROUVERA CI-DESSOUS LE TEXTE DE LA PARTIE DES DÉLIBÉRATIONS  
DU COMITÉ QUI S'EST DÉROULÉE EN FRANÇAIS

(Page 446)

M. TREMBLAY: Monsieur le président, je voudrais, à ce propos, faire une déclaration.

Premièrement, attendu que le comité parlementaire de la radio et de la télévision a été constitué pour étudier le mécanisme et le fonctionnement de la société Radio-Canada, dans le but d'améliorer, si possible, les services que les contribuables sont en droit d'attendre de cet important organisme;

Deuxièmement, attendu que les rapports et les commentaires des journaux et des agences de presse sur les délibérations dudit comité ont été très souvent présentés de façon incomplète, inexacte et tendancieuse;

Troisièmement, attendu que des auteurs, des artistes et des réalisateurs sont venus, lors de la grève du réseau français de télévision, dans mon bureau du Parlement, se plaindre des mauvais traitements dont ils étaient les victimes de la part de la société Radio-Canada, de la mauvaise administration de ladite société et des scandales qu'ils croyaient voir dans cette administration;

Quatrièmement, attendu que j'ai reçu tout récemment encore, soit au cours des dernières semaines et des derniers jours, des lettres, des appels téléphoniques et des visites d'artistes, d'auteurs et de réalisateurs de Radio-Canada et que ces personnes qui ont communiqué avec moi me félicitaient pour le travail accompli au comité et me demandaient de continuer dans cette voie;

Cinquièmement, attendu que les membres dudit comité n'ont pu obtenir les noms des responsables des divers services administratifs de Radio-Canada et n'ont pu, de ce fait, citer ces responsables comme témoins afin d'examiner l'administration des services mis en cause;

Sixièmement, attendu que le comité a accepté d'éviter les références directes aux personnes et même aux programmes de radio et de télévision, et que partant il a été impossible d'obtenir les renseignements utiles;

Septièmement, attendu que les membres du comité ont été obligés de procéder par voie de questions indirectes;

Huitièmement, attendu que le vice-président de la société Radio-Canada a déclaré se rendre responsable des actes de ladite société devant les membres du comité;

Neuvièmement, attendu qu'il n'a, jusqu'à présent, fait entendre aucune protestation du genre de celles qu'on trouve dans le télégramme que vient de lire le président du comité;



Dixièmement, attendu qu'en vertu des principes du gouvernement responsable et des privilèges parlementaires, les membres dudit comité ont le droit de faire enquête sur l'utilisation des deniers publics et par conséquent sur le fonctionnement d'un organisme dont les contribuables soldent en grande partie les frais;

Je déclare que je récite, en ce qui me concerne, les allégués du télégramme adressé au très honorable premier ministre du Canada et au président du comité parlementaire de la radio et télévision; que j'entends poursuivre le travail entrepris au comité en toute bonne foi, sans égard aux personnes, dans le seul but d'améliorer ces services que sont la radio et télévision d'État, et cela pour que l'argent des payeurs de taxes soit profitable à la nation et aux contribuables eux-mêmes. Ce faisant, j'ai la conviction de remplir simplement le mandat que les contribuables m'ont demandé de remplir.

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M. TREMBLAY: Qu'est-ce qu'il sait de lui?





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HOUSE OF COMMONS

Second Session—Twenty-fourth Parliament  
1959

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SPECIAL COMMITTEE ON  
**BROADCASTING**

*Chairman:* G. E. HALPENNY, Esq.

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**MINUTES OF PROCEEDINGS AND EVIDENCE**

No. 14

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MONDAY, JUNE 22, 1959

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BOARD OF BROADCAST GOVERNORS

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WITNESSES:

Dr. Andrew Stewart, Chairman, Board of Broadcast Governors;  
and Mr. Carlyle Allison, Member.

THE QUEEN'S PRINTER AND CONTROLLER OF STATIONERY  
OTTAWA, 1959

# SPECIAL COMMITTEE ON BROADCASTING

Chairman: G. E. Halpenny, Esq.

Vice-Chairman: J. Flynn, Esq.

and Messrs.

Miss Aitken,  
R. A. Bell (*Carleton*),  
Tom Bell (*Saint John-  
Albert*),  
Brassard (*Lapointe*),  
Mrs. Casselman,  
Chambers,  
Derion,  
Eudes,  
Fairfield,  
Fisher,  
Fergie,

Fortin,  
Johnson,  
Kucherepa,  
Lambert,  
Macquarrie,  
Mitchell,  
Morris,  
Muir (*Lisgar*),  
McCleave,  
McGrath,  
McIntosh,  
McQuillan,

Nowlan,  
Paul,  
Pickersgill,  
Pratt,  
Richard (*Ottawa East*),  
Robichaud,  
Simpson,  
Smith (*Calgary South*),  
Smith (*Simcoe North*),  
Taylor,  
Tremblay.

J. E. O'Connor,  
Clerk of the Committee.



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## MINUTES OF PROCEEDINGS

MONDAY, June 22, 1959

The Special Committee on Broadcasting met at 9.30 a.m. this day. The Chairman, Mr. Halpenny, presided.

*Members present:* Miss Aitken; Messrs. Bell (*Carleton*), Bell (*Saint John-Albert*); Mrs. Casselman; Messrs. Chambers, Dorion, Fairfield, Flynn, Forgie, Halpenny, Kucherepa, Lambert, Macquarrie, Muir (*Lisgar*), McCleave, McGrath, McIntosh, Pickersgill, Paul, Robichaud, Smith (*Calgary South*) and Smith (*Simcoe North*).—22.

*In attendance:* Dr. Andrew Stewart, Chairman, Board of Broadcast Governors; and Mr. Roger Duhamel, Vice-Chairman; Mr. Carlyle Allison, Member; Dr. Eugene A. Forsey, Member; and Mr. W. D. Mills, Secretary.

The Chairman observed the presence of quorum and tabled for inclusion as appendices to today's record answers to certain questions asked by Messrs. Tremblay and Paul on June 9th and June 16th respectively.

Dr. Stewart and his colleagues were introduced to members of the Committee, and Dr. Stewart reading from a prepared text copies of which were distributed to members, outlined the organization, function and responsibilities of the Board of Broadcast Governors.

At 11.00 a.m. the questioning of Dr. Stewart and Mr. Allison continuing, the Committee adjourned to meet again at 9.00 a.m., Tuesday, June 23, 1959.

J. E. O'Connor,  
*Clerk of the Committee.*





## EVIDENCE

MONDAY, June 22, 1959

9.30 a.m.

The CHAIRMAN: Gentlemen, we now have a quorum. Thank you for arriving so early on a Monday morning. I know it is difficult.

The C.B.C. have submitted two answers to recent questions. I think we can table them.

On June 9, Mr. Tremblay asked what was the gross amount paid in 1957-1958 for films on the French network, broken down between Canadian and foreign.

At the same time the corporation was asked to supply a list of distributors from whom these films had been obtained. The answers to these questions are attached.

Then on June 16 Mr. Paul requested that the letter sent by the episcopate of Canada to the C.B.C. following the production of the program *La Plus Belle de Ceans*, and the C.B.C.'s reply to that letter be tabled. A copy of each is attached. Is it agreed that these answers form part of our record to-day? Agreed.

(See appendices A, B and C)

This morning as witnesses we have the three permanent members of the Board of Broadcast Governors. On my immediate right is Dr. Andrew Stewart, the Chairman, Mr. Roger Duhamel, the Vice-Chairman, and Mr. Carlyle Allison.

I think Dr. Stewart has a statement.

ANDREW STEWART (*B.S.A., M.S., LL.D., D.Sc., Chairman of the Board of Broadcast Governors*): I wish to say on behalf of my colleagues that we welcome this opportunity to meet with you and to be of any assistance we can to you in answering your questions. I feel rather like another Stuart, Charles the first, who, when he was mounting the scaffold—it is recorded—said "If I make any mistakes, please excuse me; I have not done this before".

We are in much the same position to-day and I am sure you will realize that with the new board there are probably many aspects of the broadcasting industry which have not yet come up for the attention of the board. Therefore it may be difficult for us to express the view which is that of the board as a whole. But we shall endeavour to do the best we can.

May I now proceed with the brief statement that we have?

The CHAIRMAN: By all means.

Dr. STEWART:

1. The Broadcasting Act, assented to September 6, 1958, provided (section 3(1)) "There shall be a board, to be called the board of broadcast governors, consisting of three full-time members and twelve part-time members to be appointed by the governor in council". The order in council (P.C. 1958-1539) appointing the members of the board of broadcast governors was passed on November 10, 1958. The following full-time and part-time members were appointed:

Full-time: Andrew Stewart (Chairman); Roger Duhamel (Vice-Chairman); Carlyle Allison.

Part-time: Joseph F. Brown, Vancouver; Mrs. Mabel G. Connell, Prince Albert; Emlyn Davies, Toronto; Eugene A. Forsey, Ottawa; Edward Dunlop, Toronto; Guy Hudon, Quebec; Ivan Sabourin, Iberville; Mrs. R. G. Gilbride, Montreal West; Colin B. Mackay, Fredericton; Roy D. Duchemin, Sydney; J. David Stewart, Charlottetown; Robert S. Furlong, St. John's.

Mr. R. S. Furlong resigned from the Board on May 14, 1959.

2. The objects, purposes, and powers of the board of broadcast governors are set out in the Broadcasting Act, and in certain of the general regulations under the Radio Act.

The general objects and purposes of the board are found in section 10 of the Broadcasting Act which reads as follows:

The board shall, for the purpose of ensuring the continued existence and efficient operation of a national broadcasting system and the provision of a varied and comprehensive broadcasting service of a high standard that is basically Canadian in content and character, regulate the establishment and operation of networks of broadcasting stations, the activities of public and private broadcasting stations in Canada and the relationship between them and provide for the final determination of all matters and questions in relation thereto.

Power to make regulations governing the operation of stations, programming, advertising, networks, and the provision of information to the board, is given under section 11. Section 12 deals with referral to the board by the Department of Transport of applications for licences, increases in power, etc., the holding of public hearings on these applications, recommendations by the board to the minister, and the final disposition of the applications by order in council. Section 13 has reference to networks. The board may approve temporary network affiliations without public hearings; and may, after hearings, approve permanent affiliations for network purposes. The section recognizes the responsibilities of the Canadian Broadcasting Corporation, as set out in part II of the act, and defines the relations of the board and the corporation in the matter of network affiliations. Section 14 sets certain limits to the participation of non-Canadian interests in networks of broadcasting stations. The remaining sections deal with suspension of licences, prohibitions and penalties (although no penalties other than suspension are stipulated), and political programmes.

Section 103 of the general radio regulations part II under the Radio Act, which is entitled "Special regulations applicable to private commercial broadcasting stations" contains a number of references to the board of broadcast governors. The recommendation of the board to the minister is required in the case of transfer of ownership, transfer of shares, multiple ownership, and operation of stations by persons other than the licensee or his bona fide employees.

3. The powers and duties of the board bring it into contact with the Department of Transport and the Canadian Broadcasting Corporation.

Licences, with the conditions attaching to them, are issued by the Department of Transport. Applications for licences or for changes in the conditions attaching to them, are made to the department. If an application is technically acceptable, i.e. meets the technical requirements prescribed by the Radio Act and the general regulations thereunder; the application is passed to the board for recommendation. Through arrangement with the department, the board participates in the technical review; and technical information in the department is made available to the board. We welcome this opportunity to express our appreciation of the understanding help given to the new board by all the officers of the Department of Transport.



The regulations of the board apply to the stations of the corporation as they do to private stations, and for a time the board was applying regulations promulgated by the previous board of governors of the Canadian Broadcasting Corporation. This situation has changed with the issuance of the board's radio regulations which took effect on June 1, 1959. However, the new board has found it necessary, on many questions of interpretation of regulations to draw upon the experience of the officers of the corporation. Assistance in these and related problems of transition has been given most generously to the board.

The powers and responsibilities of the board and the corporation come together in procedures affecting affiliation of private stations with the network of the corporation; and occasionally in regard to applications for licences. Procedures with respect to affiliations are prescribed in section 13 of the act. The board is fully conscious of the powers and responsibilities of the corporation as set out in part II section 29(1) of the broadcasting act "to operate a national broadcasting service", to "maintain and operate broadcasting stations and networks of broadcasting stations", and to "establish, subject to approval of the governor in council, such broadcasting stations as the corporation considers necessary or desirable". As problems arise, mutually satisfactory procedures for dealing with them, are worked out between the corporation and the board.

4. The Broadcasting Act (section 9) provides for an executive of the board consisting of the three full-time members and four part-time members. By action of the board, Ivan Sabourin, J. David Stewart, Eugene Forsey, and Emlyn Davies (with Edward Dunlop as an alternate) were appointed to the executive.

The full board and the executive committee have met on the following occasions and have had public hearings of the board on the days noted:

	Meetings of Full Board	Public Hearings by Full Board	Meetings of Executive
Nov. 20-21, 1958		Jan. 28, 29, 30	Jan. 12 and 13
Jan. 27, 1959		Mar. 16, 17, 18	Mar. 3 and 4
Mar. 18, 1959		May 12, 13, 14	Apr. 16 and 17
May 12 and 15			June 12

As a result of the public hearings the following recommendations have been forwarded to the minister:

Type	Number	Approval	Deferment	Denial
Changes in Power and/or Frequency..	23	18	3	2
New A.M. ....	29	15	2	12
New T.V. ....	8	6		2
New F.M. ....	2	2		
New A.M. Satellite ....	1	1		
New T.V. Satellite ....	3	2	1	

The board has generally approved applications for increases in power. Interference builds up over the years, and increases in power result in better service to listeners. Deferment of increases has been based on programming problems; denial has been recommended only in the case of conflicting applications involving both power and frequency. In the case of applications for new AM licences denial has been recommended mainly because of conflict with other applications recommended for approval, or because of lack of demonstrated need in the area.

The board has received one application for a permanent network. This application from stations in the maritime provinces was approved subject to review in six months to permit time to complete contractual and programme arrangements.

By action of the board the executive committee is empowered to deal with transfers of shares. The executive has dealt with 91 applications. Of these 85 were approved; 6 were not approved.

5. Licences to operate stations have been granted by the Department of Transport for a period of five years. The earlier section (section 8(3)) of the general regulations under the Radio Act reads:

Subject to these Regulations, licences for Private Commercial Broadcasting Stations shall continue in force for a period of five years commencing on the date of issue thereof and ending on the 31st day of March, but in the case of a licence issued after the 1st day of April in any year the licence shall terminate on the 31st day of March following the expiration of the five-year period, except that for such stations a licence may be continued in force for further periods of *five years* subject to the approval of the Minister.

After consultation with the Department of Transport, the Board in connection with its public hearings on March 26, announced a revision of this section to read:

Subject to these Regulations, licences for Private Commercial Broadcasting Stations shall continue in force for a period not exceeding five years but in the case of a new station where the licence is issued after the first day of April in any year, the licence shall terminate on the 31st day of March following the expiration of the period; except that such a licence may be continued in force for further periods *not exceeding five years* subject to the approval of the Minister.

You will notice I have underlined the phrases which are different in the two sections, the old one and the amended one.

The board found that at March 31, 1959, 171 licences were due for renewal. Section 21 of the general regulations (Radio Act) reads: "The assignment of a frequency or frequencies to any station does not confer a monopoly of the use of such frequency or frequencies nor shall a licence be construed as conferring any right of continued tenure in respect of such frequency or frequencies". The board felt that renewal of licences should not be considered to be automatic; and that before recommending renewal of licences the board should review the operations conducted by the licensees. It was clearly impossible for the new board to review the operations of all of the 171 stations whose licences were due for renewal on March 31, 1959. The purpose of the amendment to section 8 was to permit the board to grant renewals for varying periods in order to have a limited number of renewals coming up each year, and thereby to facilitate review of station operations. The amendment was also deemed desirable as a means of bringing to the attention of licensees the intention of the board to conduct such a review before recommending renewal. The board decided that it would, each year, invite to appear before it a number of the stations whose licences were due to expire, so that the board might receive a report from the station and might have an opportunity to discuss with the licensee any aspect of the operation of his station. The board believes that this new procedure has already proved useful to the purposes of the board, as set out in the act; and it is the intention of the board to continue the practice in subsequent years.



6. Section 37 of the Broadcasting Act reads as follows:

"The regulations made under the Canadian Broadcasting Act were in force at the coming into force of this Act shall be deemed to have been made under Part I and shall continue in force until repealed or altered by the Board of Broadcast Governors under the authority of Part I".

In connection with its public hearings on May 14, the board announced its regulations to replace the regulations of the board of governors of the C.B.C. on June 1, 1959. Representations were heard, some amendments made, and the new regulations of the board of broadcast governors were distributed to licensees and others in advance of June 1.

The new regulations, although we believe them to represent an improvement in certain respects, do not embody any substantial changes from the earlier regulations. The changes included those required to make the regulations consistent with the transfer of regulatory powers from the corporation to the board of broadcast governors; and certain other changes necessary to make the regulations consistent with the new Broadcasting Act. We would call attention to the new regulation requiring the manager or some senior officer of the station to endorse the program log sent forward to the board. The log is the record of the operations of the station which must conform to the regulations. While the program log has certain defects as a record of performance, it is in the board's view in the nature of a report submitted by the licensee to the board, and should preferably be submitted by the licensee himself, or the chief executive of a licensed company.

7. The board has approved certain changes in the white paper on political and controversial broadcasting as prepared by the former board of governors of the Canadian Broadcasting Corporation; and it is now distributed as a document of the board of broadcast governors.

The broad principles have been left unchanged. The amendments were mainly those required by the new legislation, and by the establishment of the board as the responsible body.

The board has received a number of representations on the subject of the prohibition of political broadcasting on the two days preceding an election. Section 17(1)(b) of the Broadcasting Act reads:

(No licensee shall) broadcast a program, advertisement or announcement of a partisan political character on any day that an election is held for the election of a member of the House of Commons, the legislature of a province or the council of a municipal corporation, or on the two days immediately preceding any such day.

The board is bound by the provisions of the act.

At its public hearing in March, it was brought to the attention of the board that at least one radio station was following the policy, not infrequently adopted by newspapers, of using station time and facilities to present and support a slate of candidates in municipal elections. After careful consideration the board wrote to the minister advising him that in view of the important implications of this policy, the members of the board felt that the position of stations in this regard should be dealt with in the legislation rather than by regulation of the board.

The board has also had some representations on the subject of solicitation of donations in support of political parties. The prohibition of this activity, implicit in section 5(g) of the regulations has been enforced. The section

reads "(No station shall broadcast) any appeal for donations or subscriptions in money or in kind on behalf of any person or organization other than:

- (i) churches or religious bodies permanently established in Canada and serving the area covered by the station,
- (ii) recognized charitable institutions or organizations,
- (iii) universities,
- (iv) musical or artistic organizations whose principal aim or object is other than that of monetary gain".

8. Three provincial elections have been announced within the period of the board's operations. The Board has revised the guiding principles and policies for information of broadcasters, speakers and agencies, and on the announcement of the date of the election copies have been sent to all radio stations and to political parties active in the election.

As set out in the white paper, the corporation has met with the representatives of the parties, and free time has been allocated by agreement. The agreed times have been reported to the board.

Private stations have reported to the board the times purchased by parties for political broadcasts, and where these have met the regulations they have been approved.

9. The full-time members of the board have endeavoured to establish effective liaison with the Canadian association of broadcasters, the broadcasting stations, and the public.

Meetings with the executive of the Canadian association of broadcasters have been held from time to time, sometimes at the request of the CAB and at other times at the request of the board. The chairman of the board addressed the annual convention of the CAB in March 1959; and during the convention, the vice-chairman spoke to the French-language broadcasters. Mr. Allison addressed the annual meeting of the western association of broadcasters. At a public meeting of broadcasters arranged by the all-Canada radio and television, members of the board took part in a panel discussion. Efforts have been made to visit stations in various parts of the country as the opportunity occurred. Many individual stations write to the board concerning their problems, program policies, and the interpretation of the regulations. The part-time members are constantly in touch with broadcasters in their regions. All these contacts have greatly assisted the board in making itself familiar with the problems of the industry, and it is a pleasure to record the friendly and cooperative assistance the board has had from the private segment of the broadcasting system.

The board receives and deals with a steady flow of correspondence from listeners across Canada expressing views, favourable and otherwise and frequently conflicting, on the service being rendered by public and private stations. The board seeks to encourage this flow of opinion; and, when appropriate, passes on the comments of listeners to the station involved. Members of the board have, when requested, endeavoured to interpret the legislation, to explain the functions of the board, and to express the views of the board at public meetings.

The CHAIRMAN: Thank you very much, Dr. Stewart.

Miss Aitken and gentlemen, I would suggest, if it is agreeable to all, that we study the submission by Dr. Stewart and ask questions on each section as we go along.

Section 1 merely outlines the full-time and part-time members of the board. I presume there are no questions on that?

Mr. BELL (Carleton): I would like to ask a question on that, Mr. Chairman. Has there been any division of duties agreed upon among the three full-time members of the board?



Dr. STEWART: To a limited extent at the present time that has been done. We have not yet been able to compile our permanent staff, and some administrative problems have probably been held up as a result of that; but there are some divisions. In a general way we have divided up the country in terms of correspondence and matters which come to our attention; so that, primarily, I take care of some of the western areas, Mr. Duhamel is responsible for the central provinces and New Brunswick, and Mr. Allison is responsible for the maritimes. But this is a rough division. Matters immediately go to the attention of the individual concerned, and they may be raised with the other members of the board.

Mr. BELL (Carleton): Is it a geographical rather than a functional division?

Dr. STEWART: Yes, it is geographic rather than functional, for the moment.

Mr. BELL (Carleton): Is it eventually intended there will be a functional division?

Dr. STEWART: We have made no permanent decision on that, but we will have to divide our responsibilities in some way.

Mr. PICKERSGILL: I have a question to ask on that. I must confess that I have forgotten precisely what the provisions are in the act about the recruitment of staff, but could Dr. Stewart tell us what staff the board has recruited and how they have recruited it?

Dr. STEWART: The act requires, in section 7:

The officers and employees necessary for the proper conduct of the business of the Board shall be appointed under the provisions of the Civil Service Act.

Mr. PICKERSGILL: That is what I thought.

Dr. STEWART: Three competitions have been held. There has been a competition for an executive secretary; and that position has been filled only today by Mr. Mills, who is present here along with Mr. Fred Whitehouse, who has been pro tem secretary up to this time.

We have had a competition for the appointment of counsel to the board. That competition has been completed, and I understand that Mr. MacGillivray has accepted that position. As soon as he can be relieved from his present position he will come to the board. We have also advertised a competition for an engineer, but that has not been completed at this date.

Mr. PICKERSGILL: I recall from the debate there was some discussion that there may be some staff taken over from the regulatory side of the C.B.C.?

Dr. STEWART: Yes.

Mr. PICKERSGILL: Has anything of that sort been done?

Dr. STEWART: Not yet. As a matter of fact, the basic problem here is accommodation. I understand that in the last day or two approval has been given to permanent accommodation being provided for the board in the transportation building. At the moment we are occupying space on two floors of 63 Sparks street, which is limited.

Through the courtesy of the C.B.C., the staff who are scrutinizing the program logs are still occupying space there, but as soon as we have space we shall then acquire the necessary staff to handle the regulatory aspects of the board's work.

Mr. PICKERSGILL: Is it contemplated that some of the experienced staff that was with the C.B.C. will be transferred?

Dr. STEWART: No, it is not contemplated.

Mr. PICKERSGILL: Why is that? Are these people needed for other functions of the C.B.C., or does the board not think it desirable?

Dr. STEWART: In the main, I do not think it is necessary for us to raid the C.B.C. We have discussed the matter of the regulatory staff with them, and our understanding, in fact, is that many of the people there will probably not wish to come to the board. But we have not yet really grappled with the problem of who is going to handle the regulatory matters. It is possible in this case that somebody in the C.B.C. may be brought here, but I would like to say that as a matter of policy we would not wish to take skilled experts from the C.B.C.

The CHAIRMAN: Have you an establishment set up yet?

Dr. STEWART: No, not completely. We have been giving consideration to the operation of our regulatory responsibility and possible changes which we might make, that would affect the number of staff we would require to perform this operation. I may say that the object is to try and keep staff down to the minimum number. At the moment that has not been an urgent problem, because we have had no place to put people anyway.

The CHAIRMAN: What would you anticipate your complete establishment will be?

Dr. STEWART: I understand the C.B.C. had, perhaps, some eight to ten persons involved in the scrutiny of logs, the regulatory enforcement. We hope we might be able to manage with less; but this would require, I think, certain changes in procedure.

The CHAIRMAN: Miss Aitken and gentlemen, I notice that Dr. Eugene Forsey is present. He is one of the part-time members. Any further questions on section 1 gentlemen?

Section 2, the objects, purposes and powers of the board, as set out by the Canadian Broadcasting Act, particularly under section 10. Any questions on section 10 of the act?

Mr. PICKERSGILL: Yes, Mr. Chairman. I have several questions I would like to put on this section. This is, after all, the crucial section. It seems to me, in the first place, that section 10 is capable of being read without about half the lines in it. If you stopped after the words, "basically Canadian in content and character" and then went on and read, "and provide for the final determination of all matters and questions in relation thereto" it would seem to indicate that the board of broadcast governors has a definite and overriding responsibility over both the C.B.C. and private stations, particularly in the field of expansion.

The first question I would like to put to Dr. Stewart is this: does the board consider that it has the primary responsibility for deciding where services should be extended—I am thinking primarily geographically, but not entirely—and, if so, whether it is appropriate that services be extended in these areas by the private sector of broadcasting or the public sector? Does the board consider, in other words, it has over-riding authority or, does it simply wait for the C.B.C. on the one hand and private stations on the other to take the initiative?

Dr. STEWART: Mr. Chairman, the board has no powers to require applications. This is, I think, the basic limiting factor. I may say, the board has on a number of occasions discussed amongst its members its general responsibilities and we feel that the board has a general responsibility to assist in the provision of broadcasting services to the people of Canada. On the other hand, it is true we cannot initiate applications; we can only receive applications which come forward.



In an area that is not being served, if there is an application—let us suppose it is from a private applicant—the C.B.C. may, in this case, appear and, again, I presume we could require the C.B.C. to appear if we wished, to represent its interests in terms of its responsibilities in part 2 of the act, in providing service. I do not think we have a sufficient body of experience yet in dealing with these situations to have formulated our common law with respect to them; but I would suppose that if a private application came forward and there was no C.B.C. representation, if the situation seemed satisfactory to the board, they would recommend it.

Alternatively, of course, we may have an application from the C.B.C. for extension of service into a particular area, and let us assume that in this case, again, there is no private application. In this case we would look at it in exactly the same way, and if the board felt the application was satisfactory in all respects, and service was desirable, we would recommend it. If there were a conflict of applications, I would say in this event the board would have to give consideration to the responsibilities of the corporation, under the act, to provide a national service, and that this consideration might very well be the dominant one in such a situation.

Mr. PICKERSGILL: The next question I would like to put is this: Dr. Stewart, of course, is familiar with the requirement in the act that the Canadian Broadcasting Corporation should submit a five-year capital budget. Obviously, no capital budget can be drawn up intelligently without some knowledge as to where the C.B.C. is going to operate during that five years in places where it is not operating now—I am thinking, again, of this question of expansion—and yet the board has this overriding authority set out in section 10.

Has this problem come before the board; has the board given any consideration to this problem? I am sure they have not reached conclusions; but what tentative views have they reached about it?

Dr. STEWART: We have been aware of this problem. We have discussed it with the corporation; we have met with the executive of the board of directors of the corporation and have discussed it with them. My understanding is that the corporation may have certain funds set aside for expansion, but that these are not originally set aside in relation to particular situations—it is an amount for expansion. Within that amount the corporation has a system of priorities which are determined by the cost of extending service. We are advised that the corporation has a standard, or a maximum cost per potential viewer or listener, beyond which they will not go.

In a situation of this kind we will not receive an application from the corporation where this ruling applies. Therefore, it will not come before the board. We have had, however, certain circumstances in which there has been a private application for extension into a new area in which the corporation is also interested and has advised us that, if it is possible to get the costs below their maximum, they would then be prepared to proceed. This is the way in which these situations come before us.

Mr. PICKERSGILL: In that case, it would appear that the board feels it is limited, with regard to acting, where the initiative has been taken either by a private station or by the C.B.C.—that it has, itself, no planning function in this field?

Dr. STEWART: I think I would not go quite so far as to say that we have no planning function, because certainly when applications come forward to us, the board's decisions with respect to them do, in fact, reflect its ideas with respect to expansion. But it is correct that we cannot deal with situations unless there is an application before us.

Mr. PICKERSGILL: There is just one other question I would like to ask on this section, Mr. Chairman, and it is this: the board has already received a certain number of applications and has disposed of them, as far as the board is concerned. Has the board found any reluctance whatsoever on the part of the Department of Transport, or the governor in council, to accept its recommendations, to deal with them promptly?

Dr. STEWART: We understand that some of the recommendations which the board has passed forward to the minister have not been authorized by order in council. This is a fact of which we are aware.

Mr. PICKERSGILL: Could the chairman tell us what these are and when the recommendations were sent forward by the board?

Dr. STEWART: I believe—although there is a matter of communication here—we do not receive, nor is there anything in the legislation that requires we receive a report on what happens to our recommendations, when we pass them forward.

Mr. PICKERSGILL: I think that perhaps I did not make my question clear. After all, I presume someone on the board can read the list of orders in council as well as the rest of us, and until the order in council is passed, the recommendation has not been accepted. Therefore, the board may not know officially, but it obviously does know whether recommendations have been acted upon. What I am anxious to get are the names and the dates on which recommendations were sent forward and on which orders in council have not yet been passed.

Dr. STEWART: I understand that there are two, and possibly three. One was an application by Maisonneuve Broadcasting Company—I think was the name—for an A.M. English-speaking licence in Montreal. My understanding is that this one has not yet been approved by order in council. The second one is the case of the St. Boniface application of the C.B.C. for television service, French language, in St. Boniface.

These were prior to the last meeting. I am sorry, offhand I cannot remember which of the hearings, but they were prior to the last hearing. I have not yet heard whether any of the applications at the last hearing have been held up. I would not claim that they have been held up.

Mr. PICKERSGILL: That was quite recent, anyway; I do not want to press it, then.

Mr. ROBICHAUD: Mr. Chairman, I would like to know what is the policy followed by the board when two or more applications are made by, or received from private corporations to provide television service for an area. What is the policy: is preference given, say, to one of the applicants who has the support of the residents of the area?

Dr. STEWART: I would say that there are a great many factors which are weighed by the board in the application. The form which the applicants fill out requires a considerable body of information with respect to their programming policies, their budget for the operation of the station, the extent to which they propose to use live talent and to encourage Canadian participation in their stations.

In addition to this, of course, they provide—in many cases—large numbers of letters from residents within the community. The board's problem, essentially, is to check all this information in the case of both or all of the applicants, and weigh this. This is where the judgment of the board necessarily comes in. I do not think there is any overriding consideration in deciding as between two applicants; it is a question of balancing the merits of the one against the other in toto as the board sees it.

Mr. ROBICHAUD: I understand there are many factors involved; but if the board received two applications to cover a certain area within a province,



and one applicant is from outside that province and the other applicant is residing in the province, would not preference be given to the applicant residing in that province?

Dr. STEWART: The board has shown such a preference, although it may not have operated in this way on every occasion. But the board certainly has a preference for the person with local knowledge and experience.

Mr. McCLEAVE: I have two or three questions. Will Dr. Stewart refer to section 10 of the Broadcasting Act and say whether he, the other members of the board and their legal advisers construe the phrase "national broadcasting system" to include the operations of private broadcasting stations in Canada?

Dr. STEWART: The board has interpreted the term "national broadcasting system" to include all the private and public stations as part of a national system.

Mr. McCLEAVE: The second question, through the chairman to you, Dr. Stewart, concerns the so-called rock and roll stations with which you had some dealings earlier. Have you found they are co-operating in the provision of a varied and comprehensive broadcasting of a high standard which is basically Canadian in character and content?

Dr. STEWART: The concern of the board in respect of so-called rock and roll stations, although we have not attempted to define anything of this kind, is a problem of the varied and comprehensive service. This is the way the board approaches it. In many cases the board would like to see—and believes in fact that section 10 requires—a greater variety than is being offered. We would like to make two points here. We have been encouraged by some indication in the case of some stations of a considered policy of greater variation, since the board brought this matter to the attention of the public. I think we are getting some co-operation.

The other point is the one which the representatives of certain stations when they appeared before us made very strongly, that is, that this section has in mind the listeners, and that therefore in a multi-station area, a metropolitan area, where by turning the dial a listener can get a varied and comprehensive broadcasting service of a high standard of Canadian content and character, no particular station need be required to give this variety. This is a point of view which the board has found interesting and to which we are giving our consideration. We do admit that the position in a large metropolitan area with a number of stations is different from the situation where there is one station; and certainly in that case our view is we are required by the act to urge on them a greater variety.

Mr. McCLEAVE: If I understand you correctly, where there are several stations in one area and one of them does specialize in rock and roll, you are still withholding the decision of the board as to whether or not you are going to require that station to vary its program operations more. In effect, as a result of the argument which has been presented by the rock and roll stations, you have made no decision.

Dr. STEWART: The last statement I made in this respect in Toronto is that we still held to our original view that there is a responsibility on the individual station to provide variety; but it seems to be the view of the board that in a multi-station situation this is not urgent.

Mr. McGRATH: Does the board make its recommendations known to the general public in a general release prior to a decision being made? That is, are your findings made public, and if so, is this a departure from the procedure of the previous board.

Dr. STEWART: The answer is that we announce and release to the press the announcement which we send forward to the minister of the board's recommendation. This is the procedure which we understand was followed prior to the establishment of the board.

Mr. SMITH (*Calgary South*): Dr. Stewart, Mr. McCleave has anticipated most of my questions. There is, however, another facet. This does not have to do with a situation where there is a multiplicity of stations. There is a view held by some private broadcasters that the corporation should be expected to cater to the minority groups only and of course to the general commercial aspect as well, and that the private broadcaster should be permitted therefore to have a somewhat wider scope in his approach to broadcasting and programming. I gather this is something which is viewed otherwise by the board, and that the board feels they should be expected to perform their responsibility in respect of Canadian content and other things.

Dr. STEWART: It is our view that each station, public or private, comes under this requirement.

Mr. SMITH (*Calgary South*): The same thing applies to both.

Dr. STEWART: Yes.

Mr. SMITH (*Calgary South*): What are your criteria in connection with a station demonstrating need when you are determining whether or not you will grant a licence, dealing first with radio?

Dr. STEWART: Well, we look at the numbers of people in the area to be served; we obtain from the Department of Transport the contour maps and an estimate of the population within the area. In the second place, we look at the existing service in that area in terms of stations within the area and also stations which may be heard from outside the area; that is, the available service to listeners at the present time. We look at the growth of the community and the growth potential of the community, having in mind that a station will operate over a long period of years.

Where the situation is expanding, then obviously there is a better opportunity for another station to enter, to make its way and to program at the kind of level that the board wishes. One can only say the board has to look at all these things and exercise its judgment as to whether or not another station should be established, can meet its operating costs and can program with the kind of programs the board would like to see.

Mr. SMITH (*Calgary South*): Would you tell me what are the criteria in respect of television? I am speaking now of a second television station; I am not speaking of the single channel policy. Are the number of stations operating in the market and the financial position of the company factors?

Dr. STEWART: All the applications which the board has had are for areas not now served by Canadian stations under the present policy. Therefore, the criterion of numbers of sets in use is not very helpful in that situation.

The CHAIRMAN: You have not had as yet application for television licences from any of the densely populated areas in Canada that is for duplication.

Dr. STEWART: No, sir.

Mr. PICKERSGILL: Is it the view of the board that they could not entertain such applications until such time as the government formulates a new policy?

Dr. STEWART: Our position is that the applications go to the Department of Transport and if they never reach the Department of Transport they cannot come to us. This is the procedure under the act.



Mr. SMITH (*Calgary South*): I believe you are waiting for a new set of television regulations, and those are not yet completed?

Dr. STEWART: No. The board has been working on specific television regulations.

Mr. LAMBERT: May we refer back to Mr. McCleave's and Mr. Smith's original questions in connection with a Canadian content of the varied and comprehensive service of the stations. Are you looking to establish a rule for general application throughout the country particularly with respect to multi-station cities, bearing in mind the fact that there may be a difference in the border cities where certain groups of listeners at stated hours have complete access to American stations which cater to their listening requirements?

Dr. STEWART: I can think of a situation in the Toronto metropolitan area in terms of an application for a new AM radio licence.

Mr. LAMBERT: I am not concerned with that, but I am concerned in connection with stations which are now in existence. You watch the quality of their programs, and in areas like Montreal, Toronto, and Windsor as compared to stations like as in Winnipeg or Calgary which do not have competition from American stations, or from large American stations, and where, for example, the teen-age group from four to six—where if you do not play rock and roll, they just turn off the set?

The CHAIRMAN: What is your question, Mr. Lambert?

Mr. LAMBERT: Were you not listening?

The CHAIRMAN: Yes, I was.

Mr. LAMBERT: Has there been a general rule, or are you looking to formulate a general rule in respect to that particular problem?

Dr. STEWART: There is no rule. We are conscious of the fact in areas where American stations can be heard, that this is a factor in the operation of Canadian stations. But we have no rule.

Mr. MUIR (*Lisgar*): I was going to ask Dr. Stewart if in setting up satellite stations, which does he consider the more necessary: the need for more revenue by that particular station, or the needs of the area that is going to be served; or does he consider both?

Dr. STEWART: The basic interest and concern of the board is in service to the listeners. That is what we are primarily concerned with. The service cannot be continuous and satisfactory unless the station can get sufficient revenue. But this is a secondary consideration, as a means towards an end. Primarily the board is looking at the service to listeners.

Mr. McGRATH: How would that rule apply to cases where the Canadian Broadcasting Corporation competed with private interests for a licence in an area that is financially or commercially sound for commercial radio, and the board ruled in favour of the corporation?

The CHAIRMAN: If you mention Corner Brook, you would not get personalities into it, would you.

Mr. McGRATH: I have not mentioned any.

Dr. STEWART: The board has to face these situations: in the first place, I would say we recognize that the corporation has a national responsibility to provide a national network and therefore, if the corporation applies for admission to a particular situation on this ground, and there is an application from a private station, I would think that in such cases the board would approve the application of the corporation because of its national responsibilities.

If the corporation indicated that in terms of the number of people to be served it was unable to provide service at the present time, then obviously the board would be willing to recommend the application from the private applicant under these conditions.

Mr. PICKERSGILL: The question I want to put is this, and it is supplementary to the one asked earlier by Mr. Smith: does the board feel that it is not expected to take any initiative in recommending a policy for multiple stations or dual stations—I am talking about television here—in metropolitan areas, or is the board simply waiting until the government changes the policy which the previous government laid down several years ago?

Dr. STEWART: The members of the board have met with the minister on this matter on a number of occasions; and such views as the board may have, have been indicated to the minister. Basically we recognize this as a matter of government policy. However we are available to advise the minister to the extent that he wishes.

Mr. BELL (*Carleton*): I wonder if Dr. Stewart would indicate whether any preliminary standards may have been established by the board to determine what, in the language of the act, is basically Canadian in content and character? Is special weight given to Canadian authorship, or Canadian performers and so on? What rule if any has been laid down?

Dr. STEWART: We have not set up a formula for determining this. We are aware that in the report of the royal commission certain measurements of this were provided. But this of course requires very extensive study of program content to come up with any measurements, and we have not prescribed a formula. I think I can express the view of the board in this way that there are a great many factors in determining whether a particular program is a Canadian program, or what its Canadian content is. I think authorship, direction, participation by players—all these factors have to be taken into account. But at the moment we have no quantitative way of weighing these things and saying this is the content.

Mr. BELL (*Carleton*): Is it expected that the board will work out a formula for it?

Dr. STEWART: Yes.

Mr. BELL (*Carleton*): At what stage do you expect the board will be able to do it?

Dr. STEWART: I would say within the next few months, Mr. Bell.

Mr. BELL (*Carleton*): May I draw your attention to section 14, which, as you mentioned, at the bottom of page 2 sets certain limits to the participation of non-Canadian interests in networks. Has there yet been any problem arise in connection with section 14?

Dr. STEWART: Only in connection with the transfer of shares, and I am not sure that there has been any problem there. But this is the way in which these matters have come to the consideration of the board, in relation to the transfer of ownership, the transfer of shares, and so on.

Mr. BELL (*Carleton*): Section 14 has already been operative to prevent such transfers.

Dr. STEWART: Oh yes indeed.

Mr. BELL (*Carleton*): On how many occasions?

Dr. STEWART: I do not believe there has been any occasion when we have had to deal with an application when this condition was not met; but this is the test that we apply. However, I do not believe there has been any occasion.



Our submission shows that we have turned down one application for share transfer, but this was not the factor involved. The factor involved there was that the people who were to get the shares were not the people who, it was said, would get the shares at the time the licence was approved, and this we will not go for. But I do not think actually we have had any case where we had to turn down an application because of any contravention of this section.

Mr. BELL (*Carleton*): Are we to understand that since the broadcasting act came in there has been no application for participation by non-Canadian interests?

Dr. STEWART: No.

The CHAIRMAN: Would you like to review that, Dr. Stewart.

Dr. STEWART: Yes, I would. My immediate answer would be not in excess of the amount specified in the act in any event.

Mr. BELL (*Carleton*): And at the same time perhaps you would indicate as well the position in respect to multiple ownership, and whether it has been a problem as yet in applications before the board?

Dr. STEWART: Again I would say it has not been a problem in a particular case. It is a point with which the board is obviously interested and concerned, but I would not say there has been any particular problem.

Mr. BELL (*Carleton*): It would be interesting to know how many applications have been turned down, and how many applications for transfer of shares have been turned down on the ground of its being multiple ownership.

The CHAIRMAN: Possibly we could get that for you on Wednesday.

Dr. STEWART: We will check that and have it available on Wednesday.

Mr. ROBICHAUD: Mr. Chairman, at page 3 of his brief Dr. Stewart mentioned that the recommendation of the board to the minister is required in the case of transfer of ownership, transfer of shares, multiple ownership and so on. Part of the question I have in mind already has been answered by a question put by Mr. Bell. I would like to ask Dr. Stewart if it is the policy of the board to release the names of the owners of shares in a private station?

Dr. STEWART: No.

Mr. ROBICHAUD: What control does the board have in connection with multiple ownership? Can an individual control the shares in a number of private stations?

Dr. STEWART: It is possible.

Mr. ROBICHAUD: What is the policy of the board in regard to this?

Dr. STEWART: The new board has not in fact spelled out any formula. Our understanding was that the old board of broadcast governors to the C.B.C. limited it to the equivalent of 100 per cent of one station, but the new board has not specified yet any formula of that kind.

Mr. ROBICHAUD: I have another question and I do not know whether or not you have to answer it. Is it not true, Dr. Stewart, that certain individuals have control of a number of stations, say five or six stations in certain areas or within a province?

Dr. STEWART: Yes, I think that is correct.

Mr. ROBICHAUD: Is there no definite policy of the board in regard to this?

Dr. STEWART: Not yet. The preference of the board is for a competitive independent private section of the industry and we have stated so; but again you have to weigh the experience and record of performance of good applicants

who come up when there is no other application before you. I think these preferences have to be tempered with judgment in particular cases.

Mr. ROBICHAUD: Is it not true that the same thing that has happened with our Canadian newspapers could happen in radio and television—one individual could control practically all the stations?

Dr. STEWART: Not if we can help it.

The CHAIRMAN: Mr. Lambert is next, and then Mr. McIntosh.

Mr. LAMBERT: Arising out of the question asked by Mr. Bell, what are the criteria to determine Canadian interests in networks of broadcasting stations? I am referring particularly to incorporated companies and, perhaps, ownership behind that?

Dr. STEWART: We are getting this information from the Department of Transport along with the application for the licence. The form which the department distributes requires, because of section 103 of their regulations, information on the ownership of stock in the applicant's company and if any shares are held by other companies, then the ownership of the stock in these companies must be declared.

Mr. LAMBERT: And do you apply the same mathematical proportion in the holding company's shareholdings?

Dr. STEWART: The only answer I can give you is that we have not had sufficient experience with this to be able to give you a definite answer.

The CHAIRMAN: Mr. McIntosh, will you proceed now?

Mr. MCINTOSH: I am interested in the six applications you have refused and your reasons for refusal; have you any general basis for refusal?

Dr. STEWART: These are share applications.

Mr. MCINTOSH: Yes.

Dr. STEWART: Yes; it is a little misleading. All but one of these have been approved later when fuller information was available to the board. They were not refused because of contravention of provisions of the act or the regulations; they were not approved because the information was inadequate. For example, a company was a part owner; we had no knowledge of their composition and so we said that we would wish to see the distribution of shares in the participating company before we approved. But really it is only in cases of that kind where we have not approved, and I think all but one of these six have been approved subsequently after sufficient information was brought forward.

Mr. MCINTOSH: In the case of two or more applications for a station, and the applicants are desirable characters, would you be influenced by the financial backing of one or the other as to which one you would grant a licence?

Dr. STEWART: We are influenced certainly by evidence of financial capacity to carry forward a good operation; but perhaps your questions had the other point in mind, the nature of the ownership of the station.

Mr. MCINTOSH: What would be your decision in connection with an area that was to be served which, in your opinion, was not financially sound; would you deny an application on those grounds?

Dr. STEWART: We have denied just such an application and, specifically, it was on that ground.

Mr. MCINTOSH: Because of sets in the area, or what?

Dr. STEWART: Homes in the area, the general commercial situation, the general prosperity of the community and the capacity to provide the financing for such a station.



Mr. McINTOSH: Well, in the cases you have had to deal with so far, has the yardstick you use for commercial advertising, say within an area, proved sound?

Dr. STEWART: I would think so.

Mr. SMITH (*Simcoe North*): Having regard to multiple ownership, does your board concern itself with the situation where a station is owned by a group and then turned over for management and operation to other interests who may own stations in other areas?

Dr. STEWART: Yes, where we know about this we take an interest in it.

Mr. SMITH (*Simcoe North*): Is there any regulation prohibiting it?

Dr. STEWART: We have no regulation that prevents this.

The CHAIRMAN: Mr. McGrath is next, and then Mr. Chambers.

Mr. McGRATH: Dr. Stewart, does the board plan to exercise regulatory powers over competitive rates within the industry with a view to ensuring good sound business ethics? I am thinking particularly of multi-channel situations in large metropolitan areas where the competition for the advertising dollar will be keen and where only the publicly-owned Canadian Broadcasting Corporation will be in a somewhat favoured position.

Dr. STEWART: I would say in due course, when the board is able to tackle this, we will be interested in this phase of the operation. So far we have not had an opportunity of looking at it. Beyond that, the matter of rates seems to come under the Department of Transport. I think under the act the reporting of rates to the department is required. Quite obviously I think the matter of rates is related to the capacity of stations to operate and, therefore, this board should, when it is possible to do so, take a look at this problem.

Mr. CHAMBERS: I have two questions. Dr. Stewart, in assessing whether or not an area or a location will support a station, are you dependent on data supplied to you by the C.B.C., or what are your criteria?

Dr. STEWART: There are two courses. The Department of Transport provides us with information which they require the applicant to give to them. In addition to that, there is the information from the applicant himself. Of course, the onus is on the applicant to prove that the situation will stand another station. Usually there is no paucity of information provided by the candidates in this connection with respect to the general commercial conditions in the area, the rates of expansion, and so on. But there are the two sources, both of which I think come originally from the people who are making the application.

Mr. CHAMBERS: Do you have a rule of thumb in connection with the number of sets?

Dr. STEWART: We have no definite rule of thumb. We certainly look at this factor. I would not care to say. In fact, I know we have not applied any definite criteria.

Mr. CHAMBERS: My next question is this. Have you a backlog of applications?

Dr. STEWART: I think we are operating just about currently now. When we started there was a substantial backlog. As I understand it from the department, we are perhaps about on a current basis for our next hearing; but there is, of course, a lag between the time applications can be processed for a hearing and a hearing itself.

Mr. CHAMBERS: In the case of a successful application, one that will be granted, about how long does the process take from the time you are presented with a brief to the time you give your decision?

Dr. STEWART: I think it is about ten weeks between the time the application goes to the department and the hearing. Somewhere of that order is required.

Mr. CHAMBERS: After the hearing how long is it before the licence is granted, if it is going to be granted?

Dr. STEWART: We just pass the recommendation on to the Minister of Transport; and beyond that it is out of our hands.

Mr. PICKERSGILL: I would like to ask a supplementary question to those asked by Mr. Bell and Mr. Robichaud. It relates to the procedure with regard to shares. Does the board make any real effort to make sure that a person to whom shares are to be transferred is later to be the beneficial owner? In other words, does the board attempt to make sure that these shares are not being transferred to trustees for some other unnamed person?

Dr. STEWART: I think it is fair to say the board would watch for this. Whether in every case we could catch it or not, I do not know.

Mr. PICKERSGILL: No, no, of course.

Dr. STEWART: But we are certainly aware of the problem, and are watching for it.

Mr. PICKERSGILL: In a case where shares are transferred to a corporate owner, does the board inquire into the nature of that corporation before approving the transfer?

Dr. STEWART: Yes, sir.

The CHAIRMAN: Dr. Stewart, I realize the board is still in its infancy, but I was wondering if any thought had been given to the recommendation of the department as to the discontinuance of duplication of services? As far as radio is concerned, I have in mind two particular C.B.C. stations in metropolitan Toronto. Have you given any thought to the possibility of a recommendation that one of these be discontinued?

Dr. STEWART: No, I am afraid we have not.

The CHAIRMAN: Is that within your power, to suggest the discontinuance of service?

Dr. STEWART: We can, under the act, suspend or recommend the suspension or cancellation of licences, but only for cause, as presumably that is implied within the legislation. Provided the service is satisfactory we would probably have no good ground, under the act, for recommending that a station be withdrawn.

The CHAIRMAN: Then it would have to be on a voluntary basis from the C.B.C. or by the direction of the Department of Transport—or do you know?

Dr. STEWART: I am afraid I do not know the answer to that.

Mr. LAMBERT: Since the board itself cannot initiate a request for additional broadcasting facilities in certain areas, surely would it not imply the board cannot initiate a request for a curtailment of broadcasting?

The CHAIRMAN: Possibly you are right, Mr. Lambert.

Any further questioning on this aspect, or shall we move on to No. 3?

Mr. KUCHEREPA: Mr. Chairman, I have one question concerning the last sentence of paragraph 2.

The CHAIRMAN: That is on page 3, gentlemen.

Mr. KUCHEREPA: Could we have an answer to what is meant by "bona fide employees"? That is the last line of paragraph 2.



Dr. STEWART: This is a good question. I suppose that somebody who is on contract to assist in the programming of a station is a bona fide employee if he is properly employed for that purpose. We have not encountered any case where we were in any doubt as to whether there was any contravention of this requirement.

The CHAIRMAN: We shall go on to paragraph 3 now. This is more or less related to the workings of the Department of Transport with the board of broadcast governors. Any questions on that?

Mr. LAMBERT: Right at the start, Mr. Chairman, I would like to ask if there has been any indication yet whether it might be advisable that the board of broadcast governors take over the whole of the technical determination of radio and television from the Department of Transport?

Dr. STEWART: No.

The CHAIRMAN: Mr. Robichaud?

Mr. ROBICHAUD: Dr. Stewart, is there a definite date—I do not know whether this question has to do with the Department of Transport, but it may—is there a definite date set by the Department of Transport by which an application may be received or presented to the board? What is the policy on that date, if there is any?

Dr. STEWART: There is such a date. It is arrived at in relation to the timing of the next hearings and the necessary steps which have to be taken by the department in scrutinizing the technical aspects of the application, and the time which is set out in the act which the board has to meet in announcing its public hearings.

Our public hearings have to be announced in the *Canada Gazette* at least two weeks, I think it is, before the public hearings. Actually, they have to get into the *Canada Gazette* about three weeks before, as a minimum. At the other end, there is the work which the department has to do to satisfy itself on the technical requirements. This involves both the board and the Department of Transport, and in the discussions which we have we set a time for the next hearings. Then the department announces the cut-off date. It advises all people who it knows are working on briefs that this is a cut-off date, and if they do not get in by that date they will not be heard by the board.

Mr. ROBICHAUD: How far in advance is this cut-off date announced? If an applicant wants to apply for a licence how long ahead does he know that date is going to be on such and such a date? For example, if I were an applicant and I wanted to apply at the next meeting of the board, how do I know what is the limit date for me to apply?

Mr. CHAMBERS: Ask the Department of Transport.

Dr. STEWART: The department will know that. I suspect it is a matter of a week or two at that point. The point is, the board is holding meetings more or less continuously, as often as it is possible to do so, and anybody who is interested knows that this is so. If they are interested they should be working on their briefs.

Mr. ROBICHAUD: What date has been set for the next meeting of the board? I think there is to be one early in July, but what is the position about the next one?

Dr. STEWART: No definite date has been set yet, but it will probably be about the latter part of September.

The CHAIRMAN: Any further questions on paragraph 3? If not, we will go on to paragraph 4. I would assume and presume—both—that we have covered this pretty well. This has to do with the executive committee; and that completes pages 5 and 6. Are there any questions up to the end of section 4?

Mr. LAMBERT: Yes, Mr. Chairman. This was asked a little earlier, but I would like a little elaboration on it. This has to do with the matter of demonstrated need and the criteria for that. Is it considered at all that a profitable operation could be built up even though the Department of Transport may report there are already four or five stations in an area and that one of those stations should actually be out of business and could not compete if it was up against aggressive and efficient management? Is that factor considered at all in looking at demonstrated need?

Dr. STEWART: In a statement that the chairman made recently in Toronto, we said that we believe in the spur of competition, and that in a situation which had remained static for some period of time—and I mean static in the sense of the service provided—the board might very well consider that a new station might help the service generally in the area.

I would say that there is another factor involved here. Under the act, the board has access to the financial returns, financial statements, of the operators, and this is a factor which the board also takes into account.

The CHAIRMAN: Shall we go on to No. 5, gentlemen?

Mr. PICKERSGILL: Before we go on to No. 5, I have one question, and that is about this permanent network in—it says here—the maritime provinces. I do not know whether it means the maritime provinces or the Atlantic provinces.

Dr. STEWART: Maritime.

Mr. PICKERSGILL: I would be interested to hear what the nature of the network is, and perhaps the chairman would comment briefly on this.

Dr. STEWART: Could I ask Mr. Allison to reply to this?

Mr. CARLYLE ALLISON (*Member, Board of Broadcast Governors*): Mr. Pickersgill, this was a continuation of a service established by Mount Allison University. There were a number of stations, largely in Halifax and Nova Scotia—I think, one on Prince Edward Island—who tied in for the past four or five years to do educational broadcasts. Recently, these same people of these same stations asked this board whether we would permit them to carry on with this similar experiment. We replied that we could, on a temporary basis—under the act—for one month.

They had already advertised, so this was one way of meeting their advertising and not disappointing their public. But for a permanent set-up they would have to be present at a public hearing, where opposition might be heard. We went through that routine of having a public hearing, and gave this permission. It is only two hours, one night a week. In addition to educational broadcasts, they are planning some quiz programs between different cities in the maritimes. The cities, by the way—I have them here now—no, that is not the list; I am sorry.

Mr. McCLEAVE: It could not be, with those stations.

Mr. ALLISON: It is still on an experimental basis. We will review this after it has been in operation for one year, I think it is.

Mr. PICKERSGILL: I do not suppose I should ask Mr. Allison: has the name of the sponsor had any influence on the board?

Mr. ALLISON: None at all.

Mr. McCLEAVE: These public hearings you hold, are they to be held only in Ottawa, or will they be held in different parts of Canada?

Dr. STEWART: So far they have been held only in Ottawa. The board might, under certain conditions, feel that it was the proper thing to do to go to the city in which the applications were to be considered. But so far it has only been in Ottawa.



The CHAIRMAN: Shall we move on to No. 5?

Mr. LAMBERT: No, Mr. Chairman. The third paragraph on page 6, dealing with the approval, or non-approval of transfers of shares: what are the criteria, other than the Canadian ownership requirements under section 14 of the act?

Dr. STEWART: This is really all. Section 14 of the act is the only reference in the act to this. But under section 103 of the general regulations under the Radio Act, it is required that the Minister of Transport cannot act except on recommendation of the board of broadcast governors, and these conditions are specified in section 103 of the Radio Act. So that we keep all these points in mind when we are dealing with transfers of shares. But they are all specified in section 103 or section 14.

The CHAIRMAN: I think we will have to rise. I will read you the names of the persons going to Toronto tomorrow: Mr. R. A. Bell, Mr. Tom Bell, Mrs. Casselman, Mr. Chambers, Mr. Eudes, Mr. Fairfield, Mr. Fisher, Mr. Forgie, myself, Mr. Johnson, Mr. Kucherepa, Mr. Lambert, Mr. McCleave, Mr. Muir (*Lisgar*), Mr. McIntosh, Mr. Paul, Mr. Richard, Mr. Robichaud, Mr. Smith (*Calgary South*), Mr. Smith (*Simcoe North*), Mr. Taylor and Mr. Tremblay. We leave here at 9.00 o'clock tomorrow morning, by bus.

Mr. SMITH (*Calgary South*): Mr. Chairman, I wonder if you would be kind enough to ask the corporation if we could have the costs that we asked for some weeks ago?

The CHAIRMAN: We shall ask them again this afternoon and see if we cannot have them for Thursday morning.

Mr. CHAMBERS: What time do we get back?

The CHAIRMAN: We leave Toronto at 10.00 o'clock and will be back here in the building at approximately 11.30.

Mr. CHAMBERS: At night?

The CHAIRMAN: At night.

Mr. CHAMBERS: We miss the vote.

The CHAIRMAN: What time is the vote.

An hon. MEMBER: At 8.15.

The CHAIRMAN: We can talk about it going up on the plane. Bring your own refreshments, gentlemen; there are none on board.

Mr. McCLEAVE: Could we have the new regulations of the board that take effect on June 1?

The CHAIRMAN: We will have copies.

## APPENDIX "A"

## NOTES RE FILM QUESTIONS (JUNE 9-59)

1. a. Total  $\pm$  Films on French TV

	Fiscal Year 1957-58	Fiscal Year 1958-59
Long Features .....	254	405
Short Subjects Canadian .....	69	36
Short Subjects Foreign .....	745	1,748
Series—Canadian .....	329	388
Series—Foreign .....	919	1,260
	<hr/> 2,316	<hr/> 3,837

## 1. b. Balance Live/Film Average for Year:

1957-58 .....	74%/26%
1958-59 (first 9 months) .....	70%/30%

## 2. a. Payments to Distributors for Film Rentals

1957-58	
Canadian .....	\$2,584,000
Foreign (approx. 7%) .....	175,000
1958-59	
Canadian .....	\$3,350,000
Foreign (approx. 7%) .....	250,000

## 2. b. List Attached

June, 1959.



## APPENDIX "B"

List of Film Distributors with whom the C.B.C. has contracted for film rental or purchase for the French TV Network during the years 1957-58 and 1958-59. (# Foreign)

ABC	Normandie Film
A & F	N.T.A. Telefilm of Canada
Art Films	#Pathe Films
Atlas Film	Premier Film of Canada
Real Benoit	#S.I.P. France
#Black, Charles	Quebec TV Booking
Caldwell, S. W. Ltd.	Radio-City
Canadian Video Ltd.	Radio-Video
Cine World	Rank Films, J. A.
Citel	Rex Films
Faculte d'Agriculture	Riopel Prod.
Filmex	Screen Gems
Fremantle of Canada	#S.I.P.T. (France)
France Film	Sterling Films
France Europe Film	Studio 7
Imperial Films	Telefilm of Canada
#Information & Publicite (France)	Tele International
International Film Dist.	#Tele Monte Carlo
Inter TV	Transatlantic Films
Motion Picture for TV	United Artist
National Film Board	United Telefilm
Niagara Film	

Total — 43

Canadian — 37

Foreign — 6

June, 1959

## APPENDIX "C"

## (TRANSLATION)

Letter from the Bishops' Conference  
of the civil province of Quebec

MAY 19, 1959.

Mr. Gérard Lamarche,  
Director of the French Network,  
CBC Montreal.

Dear Sir:

The Episcopate of the province of Quebec, in regular meeting assembled at Quebec, feels in duty bound to point out to you its very great concern at the many programs on the French network which disparage, seemingly on purpose, the highest values of Christian faith and morals.

We have not failed to greet with satisfaction those programs which, on more than one occasion, have seemed in our opinion to contribute to raising the moral sense of the population, promoting civic-mindedness, and adding to its culture and information.

But there are other broadcasts—and the program televised on May 3rd last, which aroused such deep indignation, is only the most flagrant example—which seem calculated to undermine the spiritual and religious traditions which hold so a high a place in the heritage of our nation. It is our bounden duty as bishops to uphold and safeguard those traditions. It is therefore as shepherds of souls and as guardians of faith and morals that we raise this protest.

We are confident, sir, that the senior officials of the CBC will be able to effect the important corrective measures that are needed. We venture to hope that all persons responsible for radio and television programs—directors, writers, producers, and participants—will show greater respect in future for the Christian principles and religious convictions of which our nation is so justly proud and which it rightly considers essential to society and inseparable from our civilization and culture.

We are sure that you will give these protests, submitted with all respect, your sympathetic consideration.

Yours in the Lord,

On behalf of the Bishops' Conference of  
the civil province of Quebec

(signed) Charles-Omer Garant,

Auxiliary Bishop at Quebec,

Secretary of the Bishops' Conference  
of the province.



## APPENDIX "C"

(TRANSLATED)

Reply of the CBC

The Most Reverend Charles-Omer Garant,  
Auxiliary Bishop at Quebec,  
Secretary of the Bishops' Conference of the province,  
Quebec.

Your Excellency:

We have given very serious consideration to the communication which you sent us on behalf of the Bishops' Conference of the civil province of Quebec. If on the one hand we are grieved that you censure us so severely as a result of the unfortunate error of May 3rd, we humbly accept your reproach as we have already accepted the sanction of public opinion and of almost of all the French-language press in Canada.

On the other hand, in the midst of the recent chorus of protests, your voice was raised to recall the fact that you have not failed in the past "to greet with satisfaction those programs which, on more than one occasion, appeared to you to contribute to raising the moral sense of the population, promoting civic-mindedness, and adding to its culture and information". In that respect, your communication is reassuring and we regret that more voices were not raised to call attention to a past and present record of which the Corporation, generally speaking, has reason to be proud. This would place the discussion in a true perspective.

It is inevitable that we should from time to time be called to task for our mistakes. For more than twenty years, however, the Corporation has distinguished itself most often by its successes and by the enlightened exercise of its responsibilities. The work of the CBC as a whole, and the sincerity of our intentions therefore do not seem to us to deserve the twofold reproach, so serious behind the attenuating remarks which accompanied it, of disparaging "seemingly on purpose, the highest values of Christian faith and morals" and of seeming to be "calculated to undermine the spiritual and religious traditions which hold so high a place in the heritage of our nation".

We wish, Your Excellency, to accept your protest with all the respect we bear you and to draw from it for our guidance the lessons that will help us in the difficult task we are performing. Conscious of our duties and obligations, we shall continue to take the necessary steps to prevent the repetition of incidents as regrettable as that of May 3rd.

The CBC has publicly expressed its dismay at the matter. It has always wished in the past to respect the Christian principles, the religious convictions, and the traditions which are at the base of French-Canadian civilization. It still wishes to do so. We are only human and we sometimes make mistakes, but—believe me—never intentionally.

Please present to your conference our expression of respect and the assurance of our filial homage.

(signed) Gérard Lamarche,  
Director of the Quebec Division and  
the French Network.





HOUSE OF COMMONS  
Second Session—Twenty-fourth Parliament  
1959

SPECIAL COMMITTEE ON  
**BROADCASTING**

*Chairman:* G. E. HALPENNY, Esq.

LIBRARY  
MINUTES OF PROCEEDINGS AND EVIDENCE

No. 15

WEDNESDAY, JUNE 24, 1959

BOARD OF BROADCAST GOVERNORS

WITNESSES:

Dr. Andrew Stewart, Chairman, Board of Broadcast Governors;  
and Mr. Carlyle Allison, Member.

THE QUEEN'S PRINTER AND CONTROLLER OF STATIONERY  
OTTAWA, 1959

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Simpson,  
Smith (*Calgary South*),  
Smith (*Simcoe North*),  
Taylor,  
Tremblay.

J. E. O'Connor,  
*Clerk of the Committee.*



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## MINUTES OF PROCEEDINGS

WEDNESDAY, June 24, 1959.

The Special Committee on Broadcasting met at 9.35 a.m. this day. The Chairman, Mr. Halpenny, presided.

*Members present:* Miss Aitken; Messrs. Bell (*Carleton*), Chambers, Fairfield, Fisher, Forgie, Halpenny, Johnson, Kucherepa, Lambert, Morris, McCleave, McIntosh, Paul, Pickersgill, Robichaud, Smith (*Calgary South*), Smith (*Simcoe North*) and Taylor. (19)

*In attendance:* Dr. Andrew Stewart, Chairman, Board of Broadcast Governors; Mr. Carlyle Allison, Member; and Mr. W. D. Mills, Secretary.

On motion of Mr. Pickersgill, seconded by Mr. Forgie,

*Resolved*,—"That Mr. F. W. Peers, Mr. D. H. Gillis, Mr. B. Trotter and any former members of the Canadian Broadcasting Corporation staff who resigned recently, be invited by the Steering Committee to appear before the Committee at the earliest possible time to give evidence concerning the charges 'that clandestine political influence has been brought to bear on the C.B.C. management'".

The Committee continued consideration of the statement presented by Dr. Stewart on Monday, June 22nd, and Dr. Stewart and Mr. Allison were further questioned.

Copies of the Board of Broadcast Governors Regulations for Radio Broadcasting Stations (effective June 1, 1959) were distributed to members of the Committee.

At 10.40 a.m. quorum being lost, the Committee adjourned to the call of the Chair.

J. E. O'Connor,  
*Clerk of the Committee.*





## EVIDENCE

WEDNESDAY, June 24, 1959.

9:30 a.m.

The CHAIRMAN: We have a quorum, gentlemen.

Mr. PICKERSGILL: Mr. Chairman, I should like to make a motion, seconded by Mr. Forgie, that Mr. F. W. Peers, Mr. D. H. Gillis and Mr. B. Trotter be invited to appear at the next meeting of the committee to substantiate their charge—and I quote—"that clandestine political influence has been brought to bear on C.B.C. management".

That is the end of the quotation and the end of the motion.

Yesterday, in the House of Commons, an attempt was made by the leader of the opposition to move the adjournment of the house to discuss this matter. Mr. Speaker declined to do this. The principal ground upon which Mr. Speaker declined to allow the ordinary business of the house to be disturbed was made by the Minister of National Revenue, and was to the effect that this committee was sitting and that this committee would provide an opportunity for the hearing of this very important matter.

I recognize the committee is the master of its own procedure, but it seemed to me—particularly in the light of that indication given by the Minister of National Revenue and accepted by the Speaker—that the committee would be bound to be very greatly influenced by that, and we would all feel, in view of this very serious situation that has developed in the Canadian Broadcasting Corporation, that notwithstanding the fact we have an agenda which provides for somewhat different things, an emergency has arisen and it is our duty—not today, of course, because that is obviously impossible, and I am not, in my motion, suggesting we disturb the proceedings for today—at the beginning of the next meeting to consider this matter. That meeting should be held just as soon as it can possibly be arranged, and this matter should be taken up and dealt with until it has been concluded by the committee.

Mr. SMITH (*Calgary South*): Mr. Chairman, I wonder if Mr. Pickersgill would agree—

The CHAIRMAN: You are speaking to the motion?

Mr. SMITH (*Calgary South*): Yes, Mr. Chairman, I am speaking to the motion. I wonder if we would agree to a reference to the steering committee, with the clear understanding that persons are to be called, but the decision as to who are to be called should be left to the sub-committee, of which he is a member?

I cannot help but feel it is basically an administrative problem but, nevertheless, I agree these charges are of a serious nature and some reply should be expected of the individuals concerned. But I would suggest the steering committee is the proper body to decide the time when they are to be called and who should actually be called.

Mr. McINTOSH: Mr. Chairman, it seems to me, if we did call these people we could be tagged with political interference—maybe not by this group, but by the management group. I think it would be bad taste on our part even to call them here before this matter is settled among management themselves.

Mr. ROBICHAUD: Why would it be suggested by the minister?

Mr. McINTOSH: I do not care what was suggested by the minister.

The CHAIRMAN: Mr. Fisher wishes to hear the motion again. It was moved by Mr. Pickersgill and seconded by Mr. Forgie that Mr. F. W. Peers, Mr. D. H. Gillis and Mr. B. Trotter be invited to appear at the next meeting of the committee to substantiate their charges that clandestine political influence has been brought to bear on C.B.C. management.

Mr. PICKERSGILL: In reply to Mr. Smith's suggestion, Mr. Chairman, I do not think it would be appropriate in these circumstances. It does seem to me this is a matter of such urgency, of such clarity and of such simplicity that there is nothing for the steering committee to consider which could not properly be considered by the whole committee.

I feel the public will expect us to deal with this matter, and deal with it promptly.

With respect to Mr. McIntosh's suggestion that it is none of the business of this committee, surely when 30 people have given up their employment in the corporation, have made a charge of the character that has been made here, and stake their livelihood upon it, the suggestion that it is merely a matter for the management of the corporation is one that we could not possibly entertain. It does seem to me that either these gentlemen—and I am not seeking to prejudice the matter in any way whatever—but either these gentlemen have some grounds for saying this or they have not—and it is hard to believe that they would not have such grounds, because people, even in these times, do not lightly jeopardize their livelihood. It seems to me that this committee should make a decision one way or the other on this motion this morning.

Mr. McCLEAVE: I think, since the charges are so serious, not only should we invite them to appear, but I would also suggest it should be drawn to their attention that if there is any reluctance on their part to come forward we have the power to subpoena them and to require them to appear.

Mr. SMITH (*Calgary South*): I wonder if I might have, again, the names of the persons concerned? My only concern is whether you are calling enough of them.

The CHAIRMAN: Mr. Peers, Mr. Gillis and Mr. Trotter.

Mr. FISHER: Could we have Mr. Steinhouse?

Mr. SMITH (*Calgary South*): That is the reason I suggest the motion might be amended.

Mr. PICKERSGILL: The reason I included only these three names is that they are the three gentlemen who signed a statement—or, at least, are said to have signed it, and this statement was read and uncontradicted. I do not think there is any question about its authenticity.

Mr. FISHER: I have to support the motion, but I do not like the idea of bringing people here to substantiate their charges. It seems to give an indication we are a court of proof of some kind or another. But I do feel—and I will say this, in fairness to this committee—it would be an excellent idea to have them here, because I think this committee is going to be pilloried in certain elements of the community in a way it does not quite deserve—I mean, in so far as its being a factor in any witch hunt or any political hunt within the C.B.C. is concerned. I certainly have to support the motion.

Mr. SMITH (*Calgary South*): May I ask if we can assume that Mr. Bushnell will—as I think he should—make an opening statement to the committee on the position taken by the corporation?

The CHAIRMAN: Certainly you can assume that, because I think if these people are called, management should be called at the same time. I just want to read this motion once again; I notice two additional people have come in. The motion is: that Mr. Peers, Mr. Gillis and Mr. Trotter be invited to appear



at the next meeting of the committee to substantiate their charge that clandestine political influence has been brought to bear on C.B.C. management.

Mr. CHAMBERS: Mr. Chairman, I would support the motion that they should come before the committee. Whether it is possible for them to do it at the next meeting, I do not know; but the steering committee could contact them and find out how soon they would be able to appear. But in the principle of the motion, I would support it.

Mr. TAYLOR: Mr. Chairman, I was wondering if you, as chairman, could encourage others who have resigned to come forward and make a statement in connection with this matter. I notice there is a western girl, Miss Fielder, of Vancouver, who might like to give evidence.

Mr. McINTOSH: Mr. Chairman, I would just like to remind the committee that when this charge was made at the last session, the government was very concerned about certain charges made by the opposition that there could be political interference set up, as we have now.

This motion, to my mind, is going contrary to what Mr. Pickersgill talked about last year, and I think we are out of place to interfere in this before the board of management has had a chance to deal with it themselves. If the request comes from them to have a hearing, that would be a different thing; or if the request comes from the management to have a hearing, that would be a different thing. But we are stepping in over the heads of both of them, and I do not think it is our place to do so. I do not think it is the wish of the government, or the wish of the opposition—if you read the minutes of last year.

Mr. FISHER: Mr. Chairman, speaking to the point Mr. McIntosh has raised: I would agree with him right up to the time I read the evidence presented here by the Board of Broadcast Governors on Monday. But when you have from the Board of Broadcast Governors what seems to be a sort of suggestion that they are a passive instrument, my whole conception of what was involved in the broadcasting legislation is beginning to go out the window anyway. Therefore, I am not suffering under the inhibition about that legislation that Mr. McIntosh is.

Mr. McCLEAVE: Mr. Chairman, on Mr. McIntosh's point, surely the basis is that this little group has charged political interference? As such, they are reflecting on the dignity of members of parliament—and that, to me, is the important consideration. Undoubtedly they are going to have a fight with their own management of the C.B.C.; but I think the important point is that they have brought charges against people here in Ottawa on Parliament Hill.

Mr. McINTOSH: Whereabouts? They did not say anything about that.

Mr. McCLEAVE: They talked about clandestine political interference.

The CHAIRMAN: But did they say, "within the corporation" or "from Parliament Hill"—that is the point?

Mr. McCLEAVE: I think people would take the ordinary meaning from what "political" means.

Mr. SMITH (*Calgary South*): The interference is pretty clear.

Mr. PICKERSGILL: I agree completely with Mr. McCleave.

The CHAIRMAN: Mr. Pickersgill, I hate to talk to the motion: I feel I would have to support your motion, by all means, and I would suggest that we continue in the same way that we always have—that it be brought before the steering committee; but the steering committee knows the feeling of this meeting. We will have a steering committee meeting this afternoon.

Mr. SMITH (*Calgary South*): Mr. Chairman, that was exactly my point—with the clear understanding that they are to be called, but with purely an opportunity to determine the numbers and any of the detail on how they are to appear.

Mr. PICKERSGILL: I am quite willing to amend my motion. I have not got a copy of it in front of me, but perhaps, if I could borrow it for a second, I could amend it.

The CHAIRMAN: By all means.

Mr. PICKERSGILL: I would therefore move that Mr. F. W. Peers, Mr. D. H. Gillis and Mr. D. Trotter be invited—

The CHAIRMAN: Would you include any others?

Mr. PICKERSGILL:—and any other former members of the C.B.C. who have recently resigned—I will go slowly—be invited by the steering committee to appear at the earliest convenient opportunity before the committee to substantiate the charge—and the rest of the motion would be as it now is. That is seconded by Mr. Forgie.

Mr. SMITH (*Simcoe North*): Mr. Chairman, what is the "invitation to substantiate the charge"—I am just wondering about that?

Mr. PICKERSGILL: I quite agree with what Mr. Fisher and Mr. Smith have said. I wrote this in a great hurry.

The CHAIRMAN: May we have it once again, for the record.

Mr. PICKERSGILL:—so that the committee could hear evidence concerning their charge.

The CHAIRMAN: Are we ready for the question, gentlemen? Would you like the motion read? You all understand the motion, gentlemen?

Mr. McCLEAVE: If I could say just once more: we have invited them. They may say "no". I hope the steering committee will interpret the mood of this meeting, so that if they decline the invitation, they realize they are going to get subpoenas to come here.

Mr. PICKERSGILL: These people are free, Canadian citizens; I do not think we need start making threats until we find they are not going to come.

Mr. JOHNSON: Mr. Chairman, I wonder if we could add, "all those who claim that there was at any time political interference in the C.B.C."—not only since two or three months?

An Hon. MEMBER: We cannot have them all.

The CHAIRMAN: I think we have the motion. I would suggest that you, gentlemen, should have enough confidence in your steering committee to invite the right people. Are we ready for the question, gentlemen? All those in favour of the motion, please raise your hands. Those not in favour? I declare the motion carried.

Motion agreed to.

Gentlemen, this morning we again have Dr. Stewart and Mr. Allison.

Mr. CHAMBERS: I do not know if this is in order, but I would like to express the hope that the C.B.C. will delay taking action on these resignations until these people have been heard.

The CHAIRMAN: You have expressed your hope, Mr. Chambers. Dr. Stewart and Mr. Allison both have, I think, some answers to questions that were asked last week.

Dr. Andrew STEWART (*B.S.A., M.A., LL.D., D.Sc. Econ., Chairman of the Board of Broadcast Governors*): Might Mr. Allison refer first of all to the network in the maritimes?

The CHAIRMAN: Yes.

Mr. Carlyle ALLISON (*Member of the Board of Broadcast Governors*): Mr. Chairman—

The CHAIRMAN: Gentlemen, please, this meeting is not going to be too long, so would you give us your full attention, please.



Mr. ALLISON: Just as the meeting was adjourning on Monday I was answering Mr. Pickersgill regarding a maritime network, and inadvertently I was handed a wrong list of the stations to be linked up in that network. I would like now to put them on the record. They are CHNS AM and FM, in Halifax; CJCB AM and FM, in Sydney; CFBS, Saint John, New Brunswick; CFNB, Fredericton; CKCW, Moncton, and CFCY, Charlottetown.

The CHAIRMAN: Thank you very much, Dr. Stewart.

Dr. STEWART: Mr. Chairman, Gentlemen: On Monday questions were asked about applications for licences or transfers of shares in which non-Canadian participation or multiple ownership were involved to the extent of constituting a problem. We have made a review of the cases dealt with by the board, and this review indicates that the answers given on Monday were inadequate—and I apologize for that.

The records show that there were two instances of applications for transfer of shares and two applications for licences in which either non-Canadian participation or multiple ownership, or both, were involved to the extent that either the board took action out of the ordinary, or there was an extended discussion of the case in the board meeting. I will deal first with the two cases of transfer of shares.

The CHAIRMAN: Could you, in your evidence, Doctor, keep the names of individuals out of this?

Dr. STEWART: Yes, I can do that, Mr. Chairman. There was an application for a transfer of 951 common shares in Western Ontario Broadcasting Company Limited, CKLW and CKLW-TV, Windsor, Ontario, from the estate of a person deceased, to RKO Distributing Corporation of Canada. This application was before the meeting of the executive committee on March 3. I explained on Monday that by action of the board, the executive committee deals initially with applications for transfers of shares. This one was discussed at the executive meeting of March 3 and was deferred. At the time the executive noted that the transfer would increase the extent of ownership of the station by non-Canadian interests. It was hoped that the vendor might perhaps find another purchaser.

This application was again considered by the full board on May 15 and was approved. The board noted that the effective control of the station was not affected by the transfer, that the vendor had received no dividends for a number of years and it seemed unlikely that another purchased on reasonable terms could be found.

The board noted also that the circumstances of this station, that is the substantial non-Canadian interest in it, was covered by section 14 (2) of the act.

The second transfer of shares case was an application for transfer of 3,750 common shares in Niagara Television Limited, CHCH television, Hamilton, Ontario, from certain shareholders to Theatre Properties, Hamilton, Limited. This application was before the meeting of the full board on May 15. When there are transfers of shares before the board, if they can be conveniently dealt with at the full board meeting, they are. The full board deferred on this application in order to allow the applicant to come before the board at the request of the board. The applicant attended a meeting of the executive committee of the board on June 12.

In the meantime, the board had received an application through the Department of Transport from the same applicant in connection with a firm entitled Sovereign Film Distributors to purchase 1,101 common shares in Western Ontario Broadcasting Company and Essex Broadcasters Incorporated CKLW and CKLW-TV, Windsor, Ontario, from certain persons and certain estates.

Both these applications involving the same person were considered by the executive which, having heard the applicant, recommended approval. The board noted that the transfer in the Western Ontario Broadcasting Company and Essex Broadcasters Incorporated would increase the Canadian participation in this station.

The board also noted that the applications did not contravene the act or regulations and was satisfied with the assurances given by the applicant of his intention to contribute to facilities which would increase Canadian capacity to produce broadcasting programs.

The CHAIRMAN: Just a minute, please, Dr. Stewart. I think Mr. Fisher has a question.

Mr. FISHER: It is on this station. Perhaps he would finish first.

Dr. STEWART: These are the two questions of shares in which either non-Canadian participation or multiple ownership was involved.

In respect of licences, the first is an application for a licence to establish a new broadcasting station at Montreal, Quebec, by Maisonneuve Corporation, Limited. This application was heard at a public hearing on March 26 and was recommended for approval. The chairman was instructed to write the Minister of Transport referring to the multiple ownership aspect of the application. This was done on April 2. The letter stated the board was aware of the applicant's interest in station CJON Newfoundland but felt there would be no danger from the applicant's association with stations in Montreal and St. John's, and that the service offered by CJON might not be maintained if the applicant were required to withdraw from it.

The second licence application is an application for a licence to establish a new TV broadcasting station at Cornwall, Ontario, on behalf of a company to be incorporated. This application was heard at the public hearing on March 26 and was recommended for approval subject to agreement between the applicant and the Canadian Broadcasting Corporation with respect to the extent of and means of carrying CBC originated programs. This condition was eventually met. At the meeting of the executive committee on April 16, an application from the same person to purchase radio station CKSF and CKSF-FM was considered. In the application for a TV licence, the applicant had stated his intention subject to board recommendation to purchase the radio station.

At the public hearing on March 26, the board had recommended for approval an application by another party to operate a new AM broadcasting station at Cornwall, French language. From the recorded discussion, it is clear that the board gave careful consideration to the multiple ownership aspect of the application. It was noted as of March, 1959, the only newspaper in Cornwall owned the only broadcasting station. If the board's recommendations were approved, the area would have a newspaper unidentified with broadcasting, an independent French language radio station and TV station and radio station (English) under the same ownership. The board felt that the situation in Cornwall seemed likely to be improved.

The CHAIRMAN: Thank you, very much.

Mr. FISHER: In the variation in ownership of CKLW, was there any indication that the O'Neill interests in the United States were going to have less of a share of the company's holdings.

Dr. STEWART: The applicant acquired as I remember it, a proportion of the shares which would certainly not give him any dominant position. However, as a distributor of programs he represented to us he felt that this would improve his position in relation to the company. That is what he worked on.

Mr. FISHER: About three years ago the C.B.C. board of governors O.K.'d a transfer from R.C.A. to Mr. Tom O'Neill who I understand is tied in with



a chain of American stations. I have had several complaints about the Windsor station. I could put one of them on the record. This is from the *Windsor Daily Star* of March 21, 1959, by Mr. Dan Odette. It says:

Viewers in this area continue to miss out on top Canadian TV programs.

The CHAIRMAN: Is this a letter, or what?

Mr. FISHER: It is an editorial comment.

The C.B.C. this Sunday is presenting a one-hour documentary, "Defence Against Tomorrow", dealing with the implications of the missile age on Canada's defence policy. But it won't be seen on CKLW.

As a result of the cancellation of the Arrow contract, practically every Canadian is concerned about where we are going on military matters.

Top military and political leaders in Canada and the United States express their views in this film feature—but you won't be seeing it.

A spokesman at CKLW said that a request was made to let the station carry the program next Wednesday, but it was refused.

Not all the C.B.C. programs are award winners, but don't you think it's time we saw some of them so we could judge for ourselves?

The few Canadian programs we see now are shown two to four days after they have been flashed across the rest of the country. Aren't we entitled to the same television service as the rest of Canada? Then why aren't we getting it?

Sometimes you have to take a drive along the Riverside Drive just to make sure the CKLW building is in Windsor and not Detroit.

Now, this is an indication that this station is oriented to American listeners. I have also been informed that the man in charge of their news broadcasting, their public information broadcasting, is an American citizen who lives in the United States.

It seems to me that here is a prime example of a station which seems to orient everything, its commercial sales, and its broadcasting to an American audience. This may be fine in terms of the shareholders, but it seems to me that you have a responsibility here to check on a situation such as this.

I would like to know if you have gone into the log of this particular station and into the programming that it does from a Canadian content point of view?

The CHAIRMAN: Before you answer, I wonder if Mr. Fisher realizes that station CKLW television or radio beams, as you said, to the United States, to Detroit, and that Detroit is the second largest "Canadian" city, and that there are a lot of Canadians over there who turn to that channel for Canadian content as much Canadian content as possible?

Mr. FISHER: That would reinforce the point I am making.

The CHAIRMAN: It could be.

Dr. STEWART: The board has not made any special investigation of the programming of this station.

Mr. FISHER: If you wished to do so, have you the staff and personnel to do it at the present time?

Dr. STEWART: We could do it, but we have not been able to do a detailed study of the station to any extent because of our limitations at the present time.

Mr. FISHER: There is nothing in the broadcasting act which gives the initiative to anyone but you in this particular field. It is not like the Combines

Investigation Act where if six people write in a letter, they can initiate action. Do you agree that this is a situation where, if these things were as indicated here, you could investigate and perhaps should investigate?

Dr. STEWART: If the Canadian content of the station were, in the board's view, insufficient to meet the requirements of section 10, we would certainly feel that we were in a position to bring this to the attention of the station and to call for adjustment in the programming.

Mr. FISHER: But as yet you have not reached that stage?

Dr. STEWART: We have not done it.

Mr. FISHER: Because you have not been informed about it, or because you have not had the time, or because you have not got the investigation personnel?

Dr. STEWART: We have not yet been in a position to proceed with a detailed study of the programming of this station.

Mr. FISHER: Do you plan to do so?

Dr. STEWART: Eventually, yes.

Mr. McINTOSH: In his reference to the sale and transfer of stock, Dr. Stewart made reference to common stock. I wonder if the board, in granting permits in the first place has any direction in regard to the division of preferred and common stock having regard to the originator of the station or of the application?

Dr. STEWART: Yes, we get complete information on the stock, both common and preferred. There may be a question under the act as to whether we have any particular concern about preferred, but we have the information and the executive looks at it, and we approve the transfer of preferred as well as of common stock.

Mr. McINTOSH: Do you have any direction as to what the percentage should be?

Dr. STEWART: Yes.

Mr. McINTOSH: Do you advise the applicant as to what the percentage should be of common stock as against preferred stock or anything like that?

Dr. STEWART: No.

Mr. FISHER: I do not want to repeat parts, but from the evidence last day there is one point I want to ask a question about. In several places Dr. Stewart makes the statement: "We cannot deal with situations unless there is an application before us"; or, "The board has no powers to require applications." This is, I think, the basic limiting factor.

I have checked through the Broadcasting Act and I want to know what part of the act has lead you to take this interpretation, that you have no initiative in so far as either the extension of facilities in Canada or of the type of services that are extended in Canada are concerned?

I would like to pin it down. On page 472 of the last committee report, you repeat, and you say:

The general objects and purposes of the board are found in section 10 of the Broadcasting Act which reads as follows: "The board shall, for the purpose of ensuring the continued existence and efficient operation of a national broadcasting system..."

Are you interpreting continued existence to mean that you are only concerned with what already exists?

Dr. STEWART: Not at all; and if I left the impression that the board was not interested in the development of broadcasting, then I left an erroneous impression.

The board is interested, and in our discussions with private stations we have talked with them about the general development of broadcasting in the



country. We have had discussions with the board of directors of the C.B.C. with regard, again, to the general extension of services. The board feels very strongly that we have a responsibility to facilitate good service to Canadian listeners.

But on the matter of setting up a new station which involves the expenditure of money, the board cannot initiate this. All we can do is to deal with the applications which come before us.

Mr. FISHER: Here we are at the key of what I am sure would bother Mr. Simpson and Mr. Forgie, as well as those who live in areas where the chance of commercial exploitation is very small.

Mr. PICKERSGILL: Please do not discriminate against me.

Mr. FISHER: I realize that Mr. Pickersgill comes from a riding where that is not likely to happen, but if you have no initiative in the way of developing what policy is going to apply, it seems that we are thrown back to the C.B.C. And the C.B.C. officials tell us, informally, that the lead in this field has to come from the B.B.G. So it looks to me as if we would get back to a case where it has to be the politicians, again, who are going to be the pressure point in so far as the extension of service is concerned.

We have thousands of square miles in this country which do not have radio service, and especially which do not have television service. Who is going to accept that responsibility?

Dr. STEWART: The board has discussed this, and it is one of the matters discussed between the board and the C.B.C., that there are these areas in Canada which are not being served. Certainly the board feels it has a responsibility to facilitate services in these areas, but we cannot tell the C.B.C. to spend money which they do not have; nor can we tell private broadcasters to set up a station on which they are going to lose money.

We can be interested, and as a matter of fact we are interested, in an area with which you are familiar right now, in a proposition with respect to the possibility of service. The board takes the position that if there is a possibility we are certainly interested in it.

Mr. FISHER: Where would the general planning come from, the sort of over-all leadership in a field like this, if you do not give it?

Dr. STEWART: Well, we can give it to a certain extent by indicating the board's interest and concern in these matters and by giving encouragement to the people. But we cannot put our fingers on somebody and say: "Set up a station".

Mr. FISHER: I quite agree. But are you going to put out an annual report with an analysis of area needs, and say: "Here is a vacuum and someone should fill it?"

Dr. STEWART: We have discussed the possibility of doing this. Part of the difficulty here is to know the availability of frequencies, and this is a technical matter on which at the moment the board has no capacity to make decisions. But we have in fact discussed the possibility of doing a complete survey of the country to find out where the deficiencies in service are, and of trying to get information as to whether it is technically and physically possible to fill them, and then to lend our encouragement to the provision of services in those areas.

Mr. FISHER: In what form is your encouragement going to be phrased or couched? Is it just going to be in your verbal relationships with the C.B.C., or with the minister, or do you plan to make an annual statement which would indicate it?

Dr. STEWART: We will have an annual report to the minister for parliament; and if and when we are able to do this work, the degree of extension which had occurred and, therefore, the improvement in the service which had been facilitated, will be made known.

Mr. FISHER: In other words, I do not have to interpret your statement that you cannot deal with situations unless there is an application before you. That is no hindrance at all to you in enunciating a general policy for extension of service.

Dr. STEWART: That is right.

Mr. MCCLEAVE: Dr. Stewart, I have some questions in relation to Canadian content, with particular reference—

Mr. PICKERSGILL: Mr. Chairman, I have one single question which is supplementary to that of Mr. Fisher.

The CHAIRMAN: Proceed, Mr. Pickersgill.

Mr. PICKERSGILL: Does the board feel that the C.B.C. rather than the board should decide the priorities of C.B.C. expansion? It seems to me this is a crucial question. The Fowler commission felt the board of broadcast governors should decide this and, of course, it is my opinion that the board of broadcast governors and not the C.B.C. should decide it. However, I would like to hear the views of the board.

Dr. STEWART: Again, you cannot escape the financial aspects of this.

Mr. PICKERSGILL: Say, for instance, that Port Arthur was selected instead of Grand Falls; is it the C.B.C. or the B.B.G. that decides this question? That is the point to which I am referring.

Dr. STEWART: On this we ask to meet with the C.B.C. board of directors to discuss it with them and, through past experiences we have had with them, I think we can work together on these matters, provided they have the funds and they are proceeding on a formula for distribution. In regard to particular situations, if the board feels there is a distinct preference, we communicate with the C.B.C. and, of course they would be interested in the board's views as it would affect them. I think we could agree.

Mr. FISHER: Mr. Chairman, I have a supplementary question.

The CHAIRMAN: Proceed, Mr. Fisher.

Mr. FISHER: Dr. Stewart, the pressure that are building up in the part of the country from which I come are very strong for this extension of service. There are now petitions circulating all over the place, thousands of signatures and this sort of thing. All the small communities in the hinterland are getting worked up about the situation. I would like to know where the petitions go? Where should the requests go?

Dr. STEWART: Well, the requests should go to the board.

Mr. FISHER: The board of broadcast governors?

Dr. STEWART: Yes, in a general sense. There may be technical considerations and this is for the Department of Transport; but if it is not a technical matter then the recommendation to the minister goes from the board. If, of course, the people in the district want a C.B.C. station—and in many cases this is the indication that we have—then they should also make representations to the board of directors of the C.B.C.

Mr. FISHER: In other words, there is a dual situation?

Mr. MCCLEAVE: It seems to me, Mr. Chairman, that the most important weapon the board of broadcast governors has on this question of Canadian content is found in section 4 of its regulations...

The CHAIRMAN: Incidentally, these regulations have been distributed. I do not think we need to table them.



Mr. McCLEAVE: ...which requires the stations to file their program logs; and in this way it would be possible for anyone sitting here, without going to the station or sending forth any investigatory staff, to determine the amount of Canadian content. I would like to know how many people in the B.B.G. do process these logs. Is there any attempt made at all to process them?

Dr. STEWART: I referred to this point on Monday. At the moment the logs are coming to the B.B.G. but because we have no space for staff as log examiners, by arrangement with the C.B.C. the staff over there are doing the log analysis and reporting to us.

The CHAIRMAN: That is the same staff that did it before?

Dr. STEWART: Yes, that is right. We would be happy to terminate this relationship as soon as we can but we had to take it on at the outset because the process had to go on and we were starting. We have not had an opportunity to pick it up.

I would like further to say that it really is not possible from the station logs, as we get them, to determine the Canadian content; it really is not.

Mr. McCLEAVE: Then, Dr. Stewart, when you require a title and brief description of each program broadcast, is it not possible under 4 (d) to determine whether it has a Canadian origination, live or kine—exactly what type of thing which is going out on the air?

Dr. STEWART: It would be possible to get further information on this but the problem of Canadian content is a pretty complex one. You can tell if you had an American imported film.

Mr. McCLEAVE: I forgot to read the last part. There has to be a notation whether the program was reproduced or is a live origination. However, that is no problem. If it is Canadian, they could be singing American songs, but the reproduction is different.

Mr. PICKERSGILL: We were told there was an American announcer living in the United States in connection with one.

Mr. McCLEAVE: He may pick up the Canadian accent when he comes across the border. In connection with these people in the C.B.C. who we hope are still with us this morning, and analyzing these logs, will it eventually be possible to bring them under the B.B.G. umbrella when you have enough space?

Dr. STEWART: We will have our own staff doing this; whether or not they will be the same persons, I do not know.

Mr. FISHER: I have a further question related to this. In order to analyze further all programming that is beyond the log, do you plan to have any audience research people?

Dr. STEWART: Our thoughts so far have not gone beyond the possibility of some kind of a monitoring service. Our feeling, in terms of interpretation of standards and quality of programming, is that the bare log which is sent in here from Peace River, Alberta, does not really tell you very much about the general quality of the programming of the station. We have given serious consideration to the possibility of some kind of a monitoring service.

The CHAIRMAN: Would you purchase it from those that are already set up or would you think of setting up your own little empire in connection with it?

Dr. STEWART: With the technical equipment that is available today to do this kind of spot monitoring, our thought was that it might be possible to use shut-ins. However, we have merely discussed this; we have taken no action. But it is one of the reasons why we changed the regulation—I think it is 4(g)—with respect to the sending in of logs, when we ask for the affidavit or the attestation of the licensee on the log. We feel this places the responsibility for this report to the board squarely on the licensee himself, and with this step taken it

might then be possible for us to change some of our procedure with respect to examination and perhaps to incorporate the monitoring principle.

Mr. McCLEAVE: I wonder if it would be possible to bring before us a specific example of one of these analyses of a station's operations done by the C.B.C. for the B.B.G.; I presume it is an analysis based upon the log. I would be very interested in it. I think probably it should not identify a particular station, but just the analysis.

The CHAIRMAN: I feel that information would be very interesting for the committee to have; could you arrange that?

Dr. STEWART: Yes.

Mr. FISHER: One of the complaints I have had from two private station operators—not so much a complaint, but the hope that the board of broadcast governors, in its regulations, would issue them in a format which would be more satisfactory and easier to keep track of than the C.B.C. regulations.

I am thinking of some kind of printed, or mimeographed loose-leaf book. You have started off with the same helter-skelter as the C.B.C. went on with for years.

I have gone into radio stations, and I have asked them to bring out certain regulations, and they bring out a whole sheaf of regulations and say, "This has been superseded", and it is not there anyway. You could bring it out on the basis that when you supersede a regulation you could remove the old one and slip in the other.

The CHAIRMAN: You mean, say, destroy page 14 and replace it?

Mr. FISHER: Yes.

Dr. STEWART: As a matter of fact, we are proceeding now with an arrangement for the printing of this; and we are happy to have the suggestion it might be done in loose-leaf form.

Mr. FISHER: The income tax department do it and the Canadian pulp and paper association do it. They are mimeographed, and I do not see why it should not be an example to you.

The CHAIRMAN: Mr. Fisher, Miss Aitken and gentlemen, I am wondering if we could continue, as we did last week, on the submission of Dr. Stewart. We were up to page 6, section 5, and I feel there might be a few questions still for this group. Perhaps we should just go over those, section 5, page 6.

Mr. BELL (Carleton): I have one question on section 5, page 6, where it speaks of the board deciding it would, each year, invite certain stations whose licenses were issued after April 1, to appear before it. Upon what basis do you choose those stations? Is it just a matter of chance, or is there any particular principle you would use in choosing stations?

Dr. STEWART: I think we would try some geographic distribution. We might tend to lean more heavily on larger stations rather than small ones, because of the expense of coming in, which I think is a factor. We would probably select stations which represented in their programming some aspect with which we were particularly concerned so that we might hear from them and talk with them about this.

Mr. BELL (Carleton): Approximately what number would you expect to bring in each year?

Dr. STEWART: We brought seven in in March—something of this order, I suppose.

The CHAIRMAN: Mr. Fisher, you have a question on section 5?

Mr. FISHER: Yes, Mr. Chairman.



Would you agree, Dr. Stewart, there was some misunderstanding over the basis on which you called in the seven last March?

Dr. STEWART: Yes, there certainly was. I think the lesson we learned from this is that if you issue cryptic statements they may be misinterpreted, and the board probably should state its position more clearly at the time the announcement is made. We gave no reasons, and a lot of people tried to interpret the reasons and some of them misinterpreted them.

Mr. FISHER: You have just said in your previous answer—I do not want to put words in your mouth—but there would be a factor of the type of programming that was involved. This was the issue that was misinterpreted, let us say, in the March hearings. How are you going to make sure we do not get a repetition of this?

Dr. STEWART: I do not think that it is possible—

Mr. FISHER: A repetition?

Dr. STEWART: I cannot see any possibility of completely avoiding misinterpretation.

Mr. FISHER: I see.

The CHAIRMAN: Any further questions on section 5, gentlemen?

May we move now to section 6 on page 8? This has to do with section 37 of the Canadian Broadcasting Act. Any questions on this, gentlemen?

May we then move on to section 7?

Mr. FISHER: I have also had complaints—and I am not identifying myself with them—on the question of the manager or some senior officer of the station endorsing the log. What was in mind; what was behind that particular regulation?

Dr. STEWART: The first point in mind was that in our view this is a report from the licensee to the board. We consider it a very significant document. It is the only formal communication that we get from the station. The licence is issued to somebody: somebody is the licensee and is responsible for that station. Basically, our feeling was that this report which comes from the station to the board should be from the licensee himself.

Mr. FISHER: If your monitors indicated the log had been doctored, then the responsibility rests on the owner, and he has no refuge in blaming it on an employee?

Dr. STEWART: Yes, that would be correct.

Mr. PICKERSGILL: I would like to ask about a matter related to political broadcasting, that I understand is now before the board. That is an application, as I understand it, from the provincial Liberal organization in the province of Quebec to have the regulations modified so that they may use the time that is allotted to them for the promotion of their campaign for membership in the party. The board has—I think, quite correctly—interpreted the present regulations as prohibiting that; but the regulations, after all, are not the Canadian Broadcasting Act, but are only the regulations of the board.

I want to ask the chairman if the board had reached any conclusion about whether there should be a change in this regulation or if they were still considering the matter. I have one or two supplementary questions as well.

Dr. STEWART: Yes. I think the answer to that, Mr. Pickersgill, is that this request was put to us on two bases. In the first place, it was a request for solicitation. As I remember the section of the regulations it does say, something to the effect of "except with the approval of the board".

Mr. PICKERSGILL: Quite.

Dr. STEWART: So that this request was dealt with by the board on this basis: "Here is the regulation. You have an application. The regulation says, 'with the approval of the board'. Are you prepared to approve it?" And the board said, "No".

Then the request came back to us on this basis: "Here is a script. In your interpretation, is it a solicitation?" The board, at another meeting dealing with this request, said, "This is, in fact, solicitation".

Mr. PICKERSGILL: My next question is, on what basis did the board reach the conclusion this kind of broadcasting—which, I understand, is allowed in the case of certain other organizations which, some of us would think, are not quite so important to the body politic as political parties—on what ground did the board feel this was an improper request? I do not mean on the part of the Liberal party alone.

Mr. FISHER: We do it all the time.

Mr. PICKERSGILL: On your broadcasts?

Mr. FISHER: Yes.

Mr. PICKERSGILL: It would appear there is a great difference between the Liberal party and the C.C.F.: we abide by the law; they do not.

But it does seem to me, if I might express a view, this is a proper kind of broadcasting. I do not say they should be given extra time, but that a political party be given the time and it should be allowed to use it for this purpose if it is so desired.

The CHAIRMAN: What is your question, Mr. Pickersgill?

Mr. PICKERSGILL: My question is, on what ground did the board feel this was undesirable?

Dr. STEWART: Not, I feel, on the ground of its being improper, but simply in the judgment of the board.

Mr. PICKERSGILL: Without reasons? There is a situation that troubles us, and I would like to put this in the form of a question to the chairman, so that he will be familiar with what I am talking about. There is one political party in this country, which is no longer represented in parliament, that has two faces, in the minds of some of us: one is a political face and one a religious face. This political party, we know very well, is able to broadcast and broadcast with great regularity, certainly, as I would interpret it, incorporating solicitations for funds. But others who are not willing to adopt two faces—if I may put it that way—do not have this opportunity; and it does seem to me a discrimination of a character that ought not to be perpetuated. I would like to ask the chairman if the board has given any consideration to this particular situation?

Dr. STEWART: I think the board would not mind my saying that there was a difference of opinion in the board on this. I do not know that the board, as such, has any very firm opinion on it. It has, presumably—as far as we know—not been done in the past, and there may be some reluctance on the part of the board to make a change. This could be a factor.

Mr. PICKERSGILL: There is one other question I would like to put about political broadcasting, and it is this: Does the board relish the idea—the chairman will be aware of the debates that took place on the Broadcasting Act—of having this power which, in fact, the government did not intend to give them until it was pointed out there would be a vacuum in the law? Does the board relish having this power, or would they prefer to have parliament lay down the rules itself?

Dr. STEWART: Referring to political broadcasting?

Mr. PICKERSGILL: Yes.



Dr. STEWART: The only indication I can give you is that we have referred one matter with respect to political broadcasting to the minister, indicating that we think parliament should decide on this, rather than the board. But the board will not shirk its responsibilities. If an area is left open, we will deal with it, as a responsible body.

Mr. PICKERSGILL: Quite. I did not want to leave any such implication.

Mr. FISHER: I would just like to clear up Mr. Pickersgill's interpretation. We buy television and radio time, and on that we say, "If anyone wants a membership, here they are—come and see us". That could certainly be interpreted. Is that the thing?

Mr. PICKERSGILL: That is what the provincial Liberal federation asked to do.

Mr. JOHNSON: They asked permission of the C.B.C.?

Mr. PICKERSGILL: Yes.

Mr. FISHER: There is actually no distinction in the regulations.

Mr. PICKERSGILL: Presumably, if they had gone ahead and done it, there would be no question.

The CHAIRMAN: May I get on to figure 7?

Mr. FISHER: No, Mr. Chairman: I am very much interested in this particular phase of broadcasting. A petty point, first of all: you have changed the regulations so that stations no longer have to keep tapes for a full year after broadcast; they only keep them for six months. Is that not still too long a period? I wondered if you had received any complaints on this, because at the station at home they have a chock-a-block of old tapes still tied up. Six months still seems a long time.

Dr. STEWART: We have had complaints. We reduced it from 12 months to six. I do not know whether six months is too long, or not. There is a risk involved in shortening the period of time.

Mr. FISHER: You were going along with the prohibitions in the past that specify all political broadcasts incorporating any device which could be considered theatrical, such as dramatic skits?

Dr. STEWART: This is in the act.

Mr. PICKERSGILL: That is the law.

Mr. FISHER: Yes. But in the last election I had an example where a radio station refused to carry a panel show because they said it was a drama presentation. What are your views: do you interpret a panel show as a dramatic presentation?

Dr. STEWART: No. Incidentally, this case is before the board at the present time—at least, in this way, that representations were made to us and we have written the station for their statement on the matter. But, again—I am speaking from memory here—I think that our guiding principles should make it fairly clear that a panel discussion, or question and answer period, is not to be considered as a dramatization. On the other hand, even the chairman of the board can err in his interpretations of the regulations and the act—and I presume operators of stations can make mistakes too.

Mr. McCLEAVE: Mr. Chairman, I just wondered how this matter did come before the board. Was it because of a complaint of a specific group?

Dr. STEWART: It was because of the complaint of a group, the letter being directed to us by an individual—a candidate in the elections.

Mr. FISHER: I happen to know that these regulations are—I will not say "broken", but they are badly bent across a considerable part of Canada. The

thing that concerns me is that they are broken, or bent, in an effort to make political programming a bit more interesting. Is it within your province to try to develop regulations or views on political broadcasting that would allow them to at least get away from this dullness and this grayness. Technically, you cannot even use a piece of music as a signature tune.

The CHAIRMAN: Maybe they could make a comedy out of it, rather than a drama.

Mr. FISHER: There is a serious point here.

Dr. STEWART: In discussing the white paper and the regulations with the C.B.C., we found that usually these things had been brought into the regulations as a result of some specific event and this provided, apparently, adequate grounds for doing it. I think it would be fair to say that on the whole the board would lean on the side of making anything on the radio and television more interesting than it is—if this is possible.

Mr. FISHER: I am glad to hear you lean that way; but will you look at this particular area—because in the last provincial election in our area the listeners or the viewers became frantic; they had no choice; they got a constant succession of people sitting at desks, reading, or looking at a teleprompter; there was nothing really to lighten it at all.

As someone who has used this medium a good deal, you are frustrated time after time by the regulations. What is a cartoon? I drew a picture on a blackboard of an Indian going into a poll, blind, because of certain connotations. Right away, that is a cartoon—"we are not going to have that sort of thing". We have the dullest political broadcasting in Canada, and largely as a result of these regulations.

The CHAIRMAN: You have looked at the United States, have you?

Mr. BELL (Carleton): Mr. Chairman, I have some very strong views on this also. If we are going to start to express them, I will do so also. But it seems to me this is a matter which is not for this committee. Are we not entering into the field of the privileges and elections committee, rather than the broadcasting committee? I understood that committee would be dealing with this.

If we are going to go into this, I am going to jump in, exactly as my friend has.

The CHAIRMAN: I think you are right, Mr. Bell.

Mr. PICKERSGILL: I agree.

Mr. JOHNSON: Does the board have influence on the determination of time allocated to each party on free radio and television broadcasts—political talks?

Dr. STEWART: Free broadcasting is arranged in discussion between the corporation and the political parties, and the corporation reports to us on the agreement, where agreement is effected. In our experience to date, it has always been apparently amicably settled between the corporation and the parties.

Mr. JOHNSON: But who determines the proportion to each party? Why is a party entitled to have free time on television on the C.B.C.?

Dr. STEWART: The principles of this are laid down in the white paper on political and controversial broadcasting. I have not got this before me, and forget the details.

Mr. FISHER: I could read these things to him, Mr. Chairman.

Dr. STEWART: But the principles are laid down.

Mr. BELL (Carleton): I think we should have copies of the revised white paper filed with the committee.



Mr. PICKERSGILL: Mr. Chairman, I have one factual question.

The CHAIRMAN: Those could be produced?

Dr. STEWART: Yes.

Mr. JOHNSON: We will have all the information I was asking for in this white paper?

The CHAIRMAN: That is right.

Mr. PICKERSGILL: I have one factual question. At the time of the by-election which was held in the province of Manitoba for the constituency of Springfield there was a station which violated the regulations. Could the chairman say what kind of discipline was applied to this station?

Dr. STEWART: I explained that we had a certain geographic duty and responsibility, and Manitoba is Mr. Allison's territory. Could you answer this, Mr. Allison?

Mr. ALLISON: Yes. This came up, Mr. Pickersgill, I think, at the time when we were in the process of moving from our former residences to this place. As I remember this, it was a Ukrainian broadcast, over a French language radio station.

Mr. PICKERSGILL: That is what I was informed.

Mr. ALLISON: The French language radio station proprietors—as I heard it—were not aware of the offence until after it had been committed, and some complaints came in. As far as I know they took the disciplinary action that they were not going to be caught out on this one again. Presumably, they would require translation of the Ukrainian either into French or English before a future broadcast occurred. I do not think it required any further disciplinary action than this.

Mr. FISHER: In many areas of the country the only available radio stations are the Canadian Broadcasting Corporation stations. Another difficulty of candidates of all parties is that this is one means of communication which they cannot use. There is a genuine vacuum here.

The CHAIRMAN: Just a moment. I do not believe we have a quorum right now. I am sorry, Mr. Fisher; I doubt very much that we will have a quorum for the remainder of the morning.

May I suggest, Dr. Stewart, we will call you again. I would assume, however, that we will be working with the C.B.C. for the next few meetings. May we call on you and your group again?

Dr. STEWART: Certainly, Mr. Chairman.

The CHAIRMAN: Thank you very much.





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HOUSE OF COMMONS

Government  
Publications

Second Session—Twenty-fourth Parliament  
1959

SPECIAL COMMITTEE ON  
**BROADCASTING**

*Chairman: G. E. HALPENNY, Esq.*

MINUTES OF PROCEEDINGS AND EVIDENCE  
No. 16

TUESDAY, JUNE 23, 1959 (No Evidence Recorded)  
TUESDAY, JUNE 30, 1959

CANADIAN BROADCASTING CORPORATION

WITNESSES:

Messrs. E. L. Bushnell, Acting President, Canadian Broadcasting Corporation; Charles Jennings, Controller of Broadcasting; H. G. Walker, Director, Ontario and English Networks; F. W. Peers, *formerly* Supervisor of Talks and Public Affairs, Ontario and English Network Division; D. H. Gillis, *formerly* Assistant Supervisor of Talks and Public Affairs; and B. Trotter, *formerly* Supervising Producer, T.V. Public Affairs, Toronto, Ontario.

THE QUEEN'S PRINTER AND CONTROLLER OF STATIONERY  
OTTAWA, 1959

SPECIAL COMMITTEE ON BROADCASTING

Chairman: G. E. Halpenny, Esq.,

Vice-Chairman: J. Flynn, Esq.,  
and Messrs.

Miss Aitken,  
R. A. Bell (*Carleton*),  
Tom Bell (*Saint John-  
Albert*),  
Brassard (*Lapointe*),  
Mrs. Casselman,  
Chambers,  
Dorion,  
Eudes,  
Fairfield,  
Fisher,  
Forgie,

Fortin,  
Johnson,  
Kucherepa,  
Lambert,  
Macquarrie,  
Mitchell,  
Morris,  
Muir (*Lisgar*),  
McCleave,  
McGrath,  
McIntosh,  
McQuillan,

Nowlan,  
Paul,  
Pickersgill,  
Pratt,  
Richard (*Ottawa East*),  
Robichaud,  
Simpson,  
Smith (*Calgary South*),  
Smith (*Simcoe North*),  
Taylor,  
Tremblay.

J. E. O'Connor,  
*Clerk of the Committee.*



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## MINUTES OF PROCEEDINGS

TUESDAY, June 23, 1959.

The Special Committee on Broadcasting met at 9.15 a.m. this day in front of the Peace Tower, and proceeded by bus to Uplands Airport.

At 10.00 a.m. the Committee left by air-transport for Malton, Ontario, from which it travelled by bus to the Jarvis Street Headquarters of the Canadian Broadcasting Corporation in downtown Toronto.

*Members present:* Mr. Bell (*Carleton*), Mr. Bell (*Saint John-Albert*), Mrs. Casselman, and Messrs. Chambers, Fairfield, Fisher, Halpenny, Kucherepa, Lambert, Macquarrie, Muir (*Lisgar*), McGrath, Paul, Smith (*Simcoe North*), Taylor—(15).

The Committee was greeted by senior officers of the Corporation and entertained at a buffet style luncheon on the Jarvis Street premises.

The Committee was divided into groups, and, together with members of the Board of Directors of the C.B.C. toured radio and television facilities in the Jarvis and Sumach Streets buildings.

The Committee viewed final rehearsals for a half-hour television drama; inspected studios and new equipment acquired by the C.B.C.; toured prop storage facilities, set design centres, art, costume and wardrobe departments.

Following completion of the tour members of the Committee were entertained at the Celebrity Club, and at 7.30 p.m. departed by bus for Malton, Ontario.

At approximately 10.00 p.m. the Committee arrived at Uplands Airport, and adjourned to meet again at 9.30 a.m. on Wednesday, June 24, 1959.

J. E. O'Connor,  
*Clerk of the Committee.*

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TUESDAY, June 30, 1959.

The Special Committee on Broadcasting met at 9.30 a.m. this day. The Chairman, Mr. Halpenny, presided.

*Members present:* Messrs. Bell (*Carleton*), Bell (*Saint John-Albert*), Brassard (*Lapointe*), Chambers, Eudes, Fisher, Flynn, Forgie, Halpenny, Lambert, Macquarrie, Mitchell, Morris, Muir (*Lisgar*), McGrath, McIntosh, McQuillan, Pickersgill, Paul, Richard (*Ottawa East*), Robichaud, Smith (*Calgary South*), Taylor and Tremblay—(24).

*In attendance:* Mr. F. W. Peers, formerly Supervisor of Talks and Public Affairs, Ontario and English Networks Division; Mr. D. H. Gillis, formerly Assistant Supervisor of Talks and Public Affairs; and Mr. B. Trotter, formerly Supervising Producer, T.V. Public Affairs, Toronto; all past employees of the Canadian Broadcasting Corporation.

The Chairman observed the presence of quorum and read to the Committee the motion adopted on Wednesday, June 24th relating to the calling of Messrs. Peers, Gillis and Trotter.

Messrs. Peers, Gillis and Trotter were introduced, and Mr. Peers reading from a prepared statement outlined his opinion and that of his colleagues concerning events related to the cancellation of the radio program "Preview Commentary". Mr. Peers, assisted by Mr. Gillis and Mr. Trotter, was questioned concerning the statement.

Mr. Morris moved, seconded by Mr. McIntosh,

That this Committee thank the witnesses, dismiss them, and return to consideration of the Committee's Agenda.

The motion was resolved in the negative, NAYS: 16; YEAS: 4.

At 10.55 a.m., Mr. Peers' questioning continuing, the Committee adjourned to meet again at 3.00 p.m. this day.

#### AFTERNOON SITTING

The Special Committee on Broadcasting reconvened at 3.00 p.m. this day. The Chairman, Mr. Halpenny, presided.

*Members present:* Messrs. Bell (Carleton), Bell (Saint John-Albert), Brassard (Lapointe), Chambers, Fisher, Flynn, Forgie, Fortin, Halpenny, Johnson, Lambert, Mitchell, Morris, Muir (Lisgar), McCleave, McGrath, McIntosh, McQuillan, Pickersgill, Paul, Robichaud, Smith (Calgary South), Taylor and Tremblay—(24).

*In attendance:* The same witnesses as at the morning sitting, with the addition of Mr. Ernest L. Bushnell, Acting President of the Canadian Broadcasting Corporation; and Mr. Charles Jennings, Controller of Broadcasting; and Mr. H. G. Walker, Director for Ontario and English Networks.

The questioning of Mr. Peers, assisted by Messrs. Gillis and Trotter was concluded and the witnesses retired.

Mr. Walker was called and presented his views concerning the events surrounding the cancellation of the radio program "Preview Commentary".

The Chairman being called from the room, Mr. Flynn, the Vice-Chairman, took the Chair.

Mr. Walker was questioned and retired.

The Chairman, Mr. Halpenny, having returned, assumed the Chair.

Mr. Jennings was called, read a statement, was questioned and retired.

Mr. Bushnell was called, and reading from a prepared text, presented his views concerning the incident.

Mr. Bushnell's questioning completed, Mr. Chambers moved, seconded by Mr. McGrath,

That the Committee do now adjourn.

The motion having been agreed to at 4.45 p.m. the Committee adjourned to meet again at 9.30 a.m., Thursday, July 2, 1959.

J. E. O'Connor,  
Clerk of the Committee.



## EVIDENCE

TUESDAY, June 30, 1959.  
9:30 a.m.

The CHAIRMAN: Would the press cameramen please leave. Gentlemen, we have a quorum.

You will recall at the last meeting there was a motion made by Mr. Pickersgill, seconded by Mr. Forgie, which reads as follows:

Resolved that Mr. F. W. Peers, Mr. D. H. Gillis, Mr. B. Trotter and any other former members of the C.B.C. staff who resigned recently be invited by the steering committee to appear before the committee at the earliest possible time to give evidence concerning the charge "that clandestine political influence has been brought to bear on the C.B.C. management".

As you will recall, that motion passed with only one dissenting voice.

Then, Mr. O'Connor sent telegrams to Mr. Peers, Mr. Gillis and Mr. Trotter.

I might say to the committee and the witnesses that the acoustics in this room are about as bad as in any room in Canada. Therefore, we will all have to speak loudly.

The telegram reads as follows:

Following motion adopted this A.M. by special committee on broadcasting Stop That Mr. F. W. Peers, Mr. D. H. Gillis, Mr. B. Trotter and any former members of the C.B.C. staff who resigned recently be invited by the steering committee to appear before the committee at the earliest possible time to give evidence concerning the charges "That clandestine political influence has been brought to bear on the C.B.C. management" Stop Committee to meet Tuesday 9.30 A.M. June 30 Room 112N Parliament Buildings Stop Advise whether you will be present.

J. E. O'Connor  
Clerk of the Committee  
House of Commons

The three gentlemen on my right, Mr. F. W. Peers, Mr. D. H. Gillis and Mr. B. Trotter, are here with us this morning. I think before I call on the three witnesses, I would like to read this statement: I would suggest, ladies and gentlemen, that the sole purpose of this committee in calling these witnesses is to deal with the motion, that is, that there has been clandestine political interference. Therefore I intend to rule that all questions and answers which are not strictly to the motion be out of order. If this decision is not suitable to any member of this committee the Chair will be pleased to hear a motion to the contrary. Is that agreeable?

Agreed.

Mr. Peers, are you speaking for the trio to begin with?

Mr. F. W. PEERS: Yes, Mr. Chairman, I am.

The CHAIRMAN: Have you any evidence to support your charges of clandestine political interference? If you have a statement it should be brief and strictly relative to the motion.

Mr. PEERS: Mr. Chairman, I have two things; I have a statement which is a recounting of the events which took place as I saw them, things which were said and things which led up to the time that my resignation was submitted. I believe that relates strictly to the central subject of the inquiry of this committee. It is my intention to be as helpful as I can be to this committee in determining the facts, and my statement has been drafted to that end. It is not argumentative and I think it is reasonably brief.

The CHAIRMAN: Is it strictly to the motion?

Mr. PEERS: I believe it is.

The CHAIRMAN: If it is not, I will have to rule you out of order.

Mr. PEERS: There is one point I would like to raise, and my colleagues can correct me if I am wrong. I believe the phrase which was used in the press interview from which the motion was taken—the phrase quoted in the motion—read, “clandestine political influence” rather than “interference”. This may have been reported in different ways in different newspapers; I am not sure.

The CHAIRMAN: Did you at any time correct that in the press?

Mr. PEERS: I am not certain I saw it in the press. What I am referring to is the statement which we handed to the press.

Mr. B. TROTTER: The statement we handed to the press did read “clandestine political influence”.

Mr. PEERS: I would like to read this statement which I have prepared. I believe there are sufficient copies for the members of the committee.

I should like to begin by explaining my responsibilities and those of my two colleagues. My position has been that of supervisor of talks and public affairs in the Ontario and English networks division. I have been responsible for the supervision of all public affairs programs on the English radio and television networks. My immediate superior is Mr. H. G. Walker, director for Ontario and English networks. He in turn is responsible to the president and vice-president. This means that my communication with C.B.C. management is ordinarily through Mr. Walker who speaks to us on their behalf.

Mr. Gillis has been assistant supervisor of talks and public affairs. Mr. Trotter has been supervising producer, T.V. Public Affairs, Toronto. He is in charge of all public affairs production originating in the main production centre for the English television network.

The following is a statement of the events leading to our resignations, in chronological sequence.

On Friday, June 12, through Mr. H. G. Walker's office, I received a message from Charles Jennings, controller of broadcasting, asking me to go to Ottawa for discussions with him the following Monday. The purpose of the discussions was to go over the information to be placed before the special committee on the subject of radio and television commentaries.

When I arrived at Mr. Jennings' office at 10:00 a.m. Monday, June 15, he handed me a sheet of paper which announced the replacement of the program “Preview Commentary” by a news report on parliamentary developments each day, the change to take place on the next Monday, June 22.

The text of Mr. Jennings' statement appears as Exhibit A. I think perhaps I should read that. It is the second last page in this statement. The statement is dated June 15, 1959.



## APPENDIX A

(Statement handed by Charles Jennings to Frank Peers Monday, June 15, 1959).

*Parliamentary Reports and Commentaries*

In "Preview Commentary" which follows the morning news bulletins at 8:10 a.m. Monday to Friday, the experiment has been made of using a variety of press gallery correspondents to give a daily interpretative review of the previous day's happenings in parliament. In these commentaries, the parliamentary debates and statements by government or opposition speakers are assessed in terms of the personal views and reactions of the commentators.

Those who have been contributing to this program are responsible journalists representing a variety of opinions. But on careful appraisal it is felt that an assessment of parliamentary debates, of government policies and opposition criticism, demands more than five minutes and a longer interval from the events under review. In "Capital Report" experienced commentators representing different viewpoints have for many years dealt with developments in parliament with full freedom of expression. Moreover, they have the time to put things in perspective, to verify detail and to go if necessary to representatives of the government or the opposition for clarification.

A daily commentary does not permit such a considered approach. Journalists in the gallery have a heavy daily work-load. Any additional assignments may suffer for lack of sufficient time for reflection and checking.

We have reached the conclusion that the public will be better served if the daily reports on parliamentary developments are factual, not opinion or interpretation, based on the despatches of The Canadian Press and United Press. Starting on Monday, June 22, a five-minute summary of each day's developments will be prepared by the central newsroom to be suitably introduced and read in the period following the eight o'clock news. Credits can be given where desirable to the news agencies for quotations or interpretive statements from their despatches.

Commentaries on the week's parliamentary developments will as in the past continue to be given in "Capital Report" or other suitable programs if required.

I will go back to the text of my statement.

I asked Mr. Jennings if we could have a full discussion. I told him that practically no criticism of the series or of individual broadcasts had reached my department. This sudden cancellation of a series without prior consultation with the responsible program department was unprecedented in my twelve years' experience with the C.B.C.

Mr. Jennings indicated that he had had some uneasiness about the program for some time, but did not name particular scripts or speakers. He said that on some occasions correspondents spoke as if what they were saying was factual when they should have qualified it by "I think" or "in my opinion" or "it seems to me". I replied that although this criticism was new to me, our producers could be asked to pay special attention to this point in discussing the phrasing of the material with the speakers.

In the course of our discussion, Mr. Jennings said that he had complete confidence in me, in the talks and public affairs department, in the variety of

viewpoints and speakers selected, and in our handling of commentaries generally. He then told me that the decision to cancel "Preview Commentary" was made by Mr. Bushnell and was final.

I then asked for an appointment with Mr. Bushnell. Mr. Jennings said he would inquire for me, but that Mr. Bushnell was very busy preparing for his appearance the next day before this committee. I said I could stay over if necessary.

On leaving Mr. Jennings' office at noon, I immediately called the network office in Toronto to ask if they had heard about the program change. Neither Mr. Nixon, assistant director of English radio networks, nor Mr. Walker, director for Ontario and English networks, had received this information before.

On Monday afternoon, I saw Mr. Jennings again, and he told me that Mr. Bushnell could not see me that day. He asked me to check again the next morning, to see if an appointment could be arranged in the afternoon.

I called on Mr. Jennings Tuesday morning, and there was no news about the appointment. At noon, outside the parliament buildings, Mr. Bushnell walked by while I was talking to Mr. Fraser, director of Public relations. Mr. Bushnell greeted me by name, and I returned his greeting. However, I did not approach him because Mr. Jennings was trying to arrange an appointment. After lunch I again checked with Mr. Jennings. He advised me that it seemed impossible to see Mr. Bushnell, and that I should return to Toronto and telephone him, that is to say, Mr. Jennings, the next morning.

On Wednesday, June 17, a teletype arrived from Mr. Jennings instructing the network office to substitute a news report for "Preview Commentary", effective Tuesday, June 23 (see Appendix B). The reasons given were rather different from the ones outlined to me two days before. (See Appendix A).

Perhaps I should read appendix B at this time. It is a teletype from Mr. Charles Jennings to Mr. H. G. Walker, with copies to W. H. Hogg, senior news editor; F. W. Peers; E. S. Hallman, director of English radio networks; and D. Nixon, assistant director of English radio networks.

As result of discussions we have been having here for the past several days we have decided that effective next tuesday we will increase our report of parliamentary proceedings by the introduction of five five-minute specially prepared news bulletins from Tuesdays to Saturdays inclusive with the intention that if the House of Commons introduces Saturday morning sittings we will include Monday morning as well. We will continue with this special news service until the close of the present session. It will replace the preview commentaries presently scheduled in these periods. I am asking that Mr. Hogg give special attention to this news project which would be prepared in and delivered from Toronto on the basis of the news agency reports. I would suggest as a title "Parliamentary Report".

This is in line with the proposal discussed over these past many months and expressed in the brief we submitted to the Speakers of both Houses for improved and extended parliamentary news coverage. The acting president also emphasized this to the parliamentary committee.

We feel it is essential that presentation of this service should be as effective as possible. I would therefore ask that the parliamentary news report be read by a second voice. Will Mr. Hogg please consult with those responsible to see that we have the most effective announcing possible. Mr. Hogg may wish to call me to discuss any other points in connection with this.

So far as Monday is concerned the international commentary should of course continue, unless as I have noted above the House should sit on Saturday.



The CHAIRMAN: Then this was a management decision?

Mr. PEERS: This was a management decision. I consulted with Mr. Nixon and my own department. We discussed the reasons given by Mr. Jennings for the cancellation of the program, and the circumstances in which the program change was made. All of those with whom I consulted agreed that the circumstances were extraordinary. I learned that Mr. Walker was in Ottawa and would not be in Toronto until the weekend.

He had gone to Ottawa just about the time I was coming back to Toronto.

I therefore decided to make another trip to Ottawa, at my own expense, to see him and, if necessary, Mr. Bushnell and try to get a fuller explanation for the decision. My colleagues, Mr. Gillis and Mr. Trotter, decided to go with me.

The three of us arrived in Ottawa at 11:30 Wednesday night and immediately saw Mr. Walker, director for Ontario and English networks, who had spent that day in Ottawa. He told us that he had talked at length with Mr. Bushnell and that there was no possibility of changing the decision to cancel the program "Preview Commentary". I told him that I had discussed the decision with others in both Ottawa and Toronto, including Mr. Fraser director of public relations, Mr. Meggs, director for the Ottawa area, and Mr. Nixon, assistant director, English radio networks, and that they all felt it to be an unfortunate decision. He replied that he agreed with this view but that Mr. Bushnell had been placed in an impossible position. He said that Mr. Bushnell had been given two alternatives: either to take this program off the air or the corporate structure of the C.B.C. would be endangered. Mr. Walker said that he was not at liberty to divulge further information but that external pressures were involved.

The CHAIRMAN: This is hearsay from Mr. Walker.

Mr. PEERS: This is what Mr. Walker, who is my line up to management, apparently gave as an explanation.

Mr. TAYLOR: Is it hearsay?

Mr. PICKERSGILL: I really feel that observations as to whether or not these things are hearsay are unfortunate, and we should allow the witness to proceed with his statement.

The CHAIRMAN: That is perfectly all right; will you proceed, Mr. Peers.

Mr. PEERS: We asked if these alternatives had been put to Mr. Bushnell by someone with a political connection. Mr. Walker said yes. He told us further that a time limit had been imposed and that there could therefore be no postponement of the cancellation to permit broader discussion within the C.B.C. Indeed, Mr. Walker said the decision was supposed to have been implemented a week earlier. We expressed concern about the impropriety of this specific decision and its possible implications for other programs. Mr. Walker said that he understood our concern on both points but that he would have to go along with the decision. He could not say that a similar situation might not arise again with regard to other programs. We asked him whether Mr. Bushnell had taken into account all the possible consequences which might follow this decision both inside and outside the corporation. He replied positively that all the consequences had been foreseen including staff resignations. We stated to Mr. Walker that, as result of our conversation and in particular of his statement that external pressures had brought about this program change, each of us was faced with a serious decision about the possibility of continuing to serve the C.B.C. We then left and decided that we would try to meet with Mr. Bushnell on Thursday.

On Thursday morning I stayed at my hotel. Mr. Trotter and Mr. Gillis attended the hearings of this committee, hoping to approach Mr. Bushnell personally and inform him of our desire for a meeting. They returned to

my room about 11.15 a.m. and told me that Mr. Bushnell was unwell and had not been at the committee hearings. I telephoned Mr. Walker and learned that Mr. Bushnell was not well enough to see me, although he was at the office.

We went back to Toronto Thursday afternoon. On Friday I reported the results of my trip to Mr. Nixon and Mr. Hogg, chief news editor. They shared my concern about the reaction of the C.B.C. to the reported pressure, and Mr. Nixon arranged for Mr. Walker to meet with a number of senior Toronto people at 1.00 p.m., Saturday, June 20. Among those present at this meeting were Mr. Hogg, Mr. Nixon, Mr. McDonald, director of the English T.V. network, Mr. Rugheimer, assistant director of T.V. network, and Mr. Lyall Brown, director of public relations, Ontario. We had another meeting Sunday afternoon which was attended as well by Mr. Hallman, director of English radio networks, who that morning had returned from overseas.

In those meetings the two points that I have mentioned above were confirmed by Mr. Walker: that there had been representations from someone politically connected; and that the alternative to cancellation would be a very serious one for C.B.C. management.

Mr. McINTOSH: Mr. Chairman, before we go any further, I would suggest that this is all—

The CHAIRMAN: Is this on a point of order?

Mr. McINTOSH: Yes, this is on a point of order.

The CHAIRMAN: Speak as loudly as you can, please.

Mr. McINTOSH: This was confirmed by Mr. Walker: how was it confirmed by Mr. Walker?

Mr. PEERS: Mr. Walker said again on Saturday, and said again on Sunday.

The CHAIRMAN: We will have a chance to question the witnesses after Mr. Peers completes the statement. Continue, please, Mr. Peers.

Mr. PEERS: At the Sunday afternoon meeting, the group present, with the exception of Mr. Walker, drew up and signed this statement—I have a photographic copy of it here, which I will give to the chairman:

From

Toronto Senior Group

To

Director for Ontario and English Networks Division

#### *Cancellation of Preview Commentary*

We, the undersigned, acknowledge management's right—

The CHAIRMAN: Continue, please.

Mr. PEERS:

We, the undersigned, acknowledge management's right to remove any program from C.B.C. schedules, but we protest against the decision by management to cancel Preview Commentary in circumstances which suggest that the decision was taken as a result of external pressures, actual or anticipated.

Because we believe that the principle of freedom from political or other interference, or the appearance of such interference, is absolutely essential to the effective discharge of the corporation's program responsibilities, we ask that the decision be reviewed; and that action be taken immediately to continue in the radio schedule a daily commentary on national affairs from Ottawa.

In view of the urgency of this situation, we would ask you to forward this statement to the acting president immediately, and on behalf of this group request an audience with the acting president at the earliest possible moment.



The signatures follow:

L. Brown, E. S. Hallman, W. H. Hogg, J. M. Kannawin, P. McDonald, J. D. Nixon, F. W. Peers, G. Rugheimer.

Do you want identification of any of these now, Mr. Chairman?

The CHAIRMAN: Not yet.

Mr. PEERS: Three copies were signed by the group. Two were handed to Mr. Walker, and the third, by general consent of the group, was left with Mr. Hallman. Mr. Walker undertook to try to arrange a meeting later that evening with Mr. Bushnell who was expected to arrive from Ottawa for the meeting of the Board of Directors.

We met Mr. Bushnell at 7:30 p.m., Sunday, June 21. All those who had signed the statement were present, under the chairmanship of Mr. Walker.

When Mr. Bushnell arrived he read the signed statement in our presence. He read it silently. He asked us to speak up and give reasons for putting such a protest before him. I outlined the unusual procedures by which the program was cancelled, recalled that I had tried to see him in Ottawa on three occasions, and referred to Mr. Walker's explanation of the change as related to outside pressures. Mr. Hallman and others raised similar points. Mr. Bushnell said that the program had been unsatisfactory; that there was bias, immaturity, and imbalance of views. He also stated that the decision was his in concert with other senior officers in Ottawa.

Mr. Hallman asked Mr. Bushnell if he had received criticism of the program, since there had been almost no criticism brought to the attention of himself, Mr. Nixon, or Mr. Peers, in the entire time the program or its predecessor "Ottawa Today" had been on the air.

Mr. Bushnell said he had received criticisms from three sources:

- (1) by word of mouth from private citizens—friends, acquaintances, etc.
- (2) from people in responsible positions, business men, and so on; and
- (3) from politicians.

Mr. Hallman asked Mr. Bushnell if he expected C.B.C. to be under heavy criticism if Preview Commentary were cancelled—criticism not only from the public, but also from the press, since the reasons given in Mr. Jennings' statement seemed to imply that the correspondents appearing in the program were irresponsible or biased, incompetent or unable to prepare an adequate commentary in the interval between a night session and 8:00 o'clock the next morning.

Mr. Bushnell replied that Preview Commentary was not being cancelled; that this was simply an experiment with a different form of program to cover parliamentary affairs. He said that the parliamentary session would last only a few more weeks, and asked why we should not try this other format. He agreed that the decision would bring severe criticism from press and public. Mr. Hallman asked him, as a broadcaster of many years' experience, whether he could say honestly that the substitution of the reading of wire copy for Preview Commentary was a sound program decision. Mr. Bushnell replied that he could not.

Mr. Hallman asked Mr. Bushnell to consider the disadvantages of the program change in terms of public criticism, reactions from the press, staff doubts, implications for other programs, and possible resignations. Mr. Bushnell said he was fully aware of all the factors, and expected this kind of reaction.

Mr. Hallman then asked what positive gain for the C.B.C. would result from the decision. Mr. Bushnell replied that he would not discuss it.

Mr. Bushnell was asked whether the decision would be reviewed by the board. He said that it would be one of the first items on the agenda. I asked what would be the effect if the board reversed the decision. Mr. Bushnell said he supposed he would be sent to Siberia.

Mr. Bushnell was asked whether it would be possible for Mr. Peers to appear before the board to answer questions about the series. Mr. Bushnell gave no assurance that this would be possible.

Mr. Walker asked that the meeting break for a few minutes. After the recess, Mr. Bushnell asked those present to put their confidence in him and in the action being taken regarding Preview Commentary. He said that it was sometimes better to lose a skirmish in order to win a battle.

Mr. Bushnell concluded by handing back the signed statement to Mr. Walker, with the comment that he had never received it. After Mr. Bushnell left, the group expressed itself as being dissatisfied with the explanations given for cancelling the program and for maintaining that decision.

During the day I had become convinced that the only remaining hope of ensuring full review of a decision which appeared to be politically motivated was to make sure that the C.B.C. board of directors had all the facts at their disposal. Sunday afternoon I had talked briefly to Dr. W. L. Morton, the only member of the board of directors whom Mr. Gillis, Mr. Trotter and I all knew.

After the meeting with Mr. Bushnell, I told the group that in my view there was only one more step we could take within the corporation. That was, to give as much information as we had to a board member, and I named Dr. Morton. In the presence of Mr. Walker, I asked Mr. Hallman to accompany me, and he in turn asked Mr. McDonald to join us.

Dr. Morton received us, and after discussion assured us that he would undertake to see that the whole situation had a full discussion in the meeting of the board of directors the following day. He also agreed that he would try to arrange an opportunity for us to appear before the board on this issue.

The senior group met again on Monday morning, June 22, with Mr. Walker as chairman. Mr. Hallman and I communicated to the group the assurances given to us by Dr. Morton. Mr. Walker told us that he had just had a lengthy telephone conversation with the president of the C.B.C. Mr. Alphonse Ouimet. He reported that until his phone call Mr. Ouimet had no knowledge of the Preview Commentary situation.

The board of directors met during the day, but did not call on any of us. In the evening I received word from Mr. Hallman that Dr. Morton had informed him that he had failed completely in getting a full discussion. He said that the board had confirmed the decision of management to cancel Preview Commentary.

Throughout the various meetings, I had kept my colleagues, Mr. Gillis, and Mr. Trotter generally informed about developments. On Monday night we met at my house and decided that the three of us should resign because:

- (a) We thought that the decision to make a program change because of external pressure, real or anticipated, threatened the integrity of public affairs programming;
- (b) We thought that our relations with those who contributed to programs would be compromised;
- (c) We had taken every step open to us within the corporation structure to have this decision seriously reconsidered; and
- (d) This action would free us to make the public aware of the issues involved.

Our resignations took effect—rather, were submitted, to take effect—Tuesday, June 23. On Wednesday the C.B.C. board of directors made a thorough review of the program decision, examining scripts and lists of speakers, and they discussed the circumstances surrounding the decision to cancel.

Late Wednesday afternoon the board announced its intention of resuming Preview Commentary, beginning Monday, June 29.



The CHAIRMAN: Thank you very much, Mr. Peers.

Mr. Lambert, you had your hand up first, I think.

Mr. LAMBERT: Mr. Chairman, in view of the witness' lengthy statement, there is a number of questions which I would like to ask. We will go right to the nub of the matter. In the statement there is a reference to "clandestine political influence". Are these the words that you and your associates used in defining what you considered to be the reasons back of the cancellation of this program?

Mr. PEERS: These are the words we used.

Mr. LAMBERT: What do you mean by these words?

Mr. PEERS: First "influence": we had the word of Mr. Walker that the decision to cancel Preview Commentary was taken after representations by someone outside the corporation.

As for—let me see what the second word is—"political": we meant by that, the answer which Mr. Walker gave us in answer to our question, "was the representation from someone who was politically connected?"—Mr. Walker's answer was "Yes".

"Clandestine" we used that word meaning, I think, "hidden", because Mr. Walker had at every turn assured us he had been informed of this in confidence, and assured us that even the amount he was able to tell us was in confidence to us. In other words, nothing should be made public while we were members of the corporation.

Mr. LAMBERT: Regarding what you have told us that Mr. Walker had spoken to you about, have you any evidence to place before this committee of this so-called "clandestine political influence"?

Mr. PEERS: I have not. I assume others in the corporation have. I think this statement will lead to those who have.

Mr. LAMBERT: But you assume that?

Mr. PEERS: I should explain, Mr. Lambert, when Mr. Walker told us that he could not reveal the identity of the person or persons who had been in touch with C.B.C. management, I said, for my own part that did not matter and, in fact, in some ways, I would rather not know the identity of the person or persons. My stand was that it was a matter of what the C.B.C.'s action and procedures were after receiving complaints which may or may not have been legitimate. In other words I was not concerned with anything other than the management's action and response to such influence.

Mr. LAMBERT: You say there was this "political influence". What was your information as to who had wielded this influence? Did you have any names, or have you any names?

Mr. PEERS: Mr. Lambert, I have not any names because I did not ask for names at any time, and Mr. Walker explained each time the information was confidential and he could not divulge anything further than he already had.

Mr. LAMBERT: Further, just on whom was this political influence wielded?

Mr. PEERS: According to Mr. Walker, it was wielded on C.B.C. management, and he went further in our Monday morning meeting,—

Mr. TROTTER: I would like to say—

Mr. LAMBERT: Go ahead, Mr. Peers.

Mr. PEERS: —and re-affirmed or said again—perhaps I should use that word—he said again there had been external pressures, and he said again—he elaborated the nature of the alternative that was put to the corporation. The alternative that was put to the corporation was—and I am trying to remember his words—"the removal of top management".

Mr. LAMBERT: When you say, "management" do you specify any specific individuals?

Mr. PEERS: I have not specified any particular individuals, except in my report of what Mr. Jennings had told me, that the decision was that of Mr. Bushnell.

Mr. LAMBERT: No, I am referring specifically here to Mr. Walker's statement to you.

Mr. PEERS: No. Mr. Walker had told us that information which he gave us on Wednesday night came from a long talk that he had during the day with Mr. Bushnell.

I am not quite clear of the intent of your question, other than that.

Mr. LAMBERT: You said there had been pressure on management?

Mr. PEERS: Yes.

Mr. LAMBERT: Just on whom in management?

Mr. PEERS: I could not say that—"management"—by which I assume we mean "top management".

The CHAIRMAN: Do you wish to add to that, Mr. Trotter?

Mr. TROTTER: I want to remind Mr. Peers that Mr. Walker said—and it is in the statement—that Mr. Bushnell had been placed in an impossible position.

The CHAIRMAN: Mr. Lambert?

Mr. LAMBERT: Further, did you have any information as to when this had happened, and under what circumstances?

Mr. PEERS: Only this, Mr. Lambert, that on Monday—that was the fifteenth—Mr. Jennings told me that he had received a call from Mr. Bushnell on Friday—I think it was in the afternoon—but Friday, at any rate, and what Mr. Bushnell had to say to him sent him—put him into a dreadful state of mind. He thought about it for an hour, and I think he said that he paced the floor and that he had, at the end of the hour, come up with this statement which he presented to me. That is the appendix "A", which is Mr. Jennings' words.

Mr. LAMBERT: This was on the afternoon of June 15?

Mr. PEERS: This telephone call did not necessarily refer, of course...

Mr. LAMBERT: But when did it take place?

Mr. PEERS: The telephone call from Mr. Bushnell to Mr. Jennings took place on Friday, the Friday before June 15—I do not have the date. It would be the twelfth.

Mr. LAMBERT: These are the circumstances you feel govern the situation?

Mr. PEERS: It is part of the circumstances.

Mr. LAMBERT: Do you happen to know how this pressure was applied?

Mr. PEERS: Not at all.

Mr. LAMBERT: Do you know any reasons why it may have been applied?

Mr. PEERS: Not at all.

Mr. LAMBERT: And if this pressure was applied, do you know whether it had any influence on this decision?

Mr. PEERS: I refer, Mr. Lambert, to my statement in which I report my discussion with Mr. Walker on Wednesday—that is on page 3, two-thirds of the way down, the third paragraph, somewhere in the middle: "He"—that is Mr. Walker "replied that he agreed with this view"—that is, the decision was unfortunate—"but that Mr. Bushnell had been placed in an impossible position. He said that Mr. Bushnell had been given two alterna-



tives"—and I mention, in general, what those alternatives were. In other words, I have only Mr. Walker's word this was an important element in the decision.

But since Mr. Walker is the way in which I ordinarily communicate with management, and since I could not get to Mr. Bushnell to get his word on it during that week, I felt this was probably so.

Mr. LAMBERT: Mr. Bushnell had been given two alternatives; by whom?

Mr. PEERS: Mr. Walker did not disclose that to us, and said that he could not disclose that to us. But we questioned him in those general terms: "Was it someone outside the corporation?" "Yes". Then the other question was, "Was it someone with a political connection?" "Yes".

Mr. LAMBERT: Notwithstanding your discussions with Mr. Jennings and the statement appearing in appendix "A", you told Mr. Walker?

Mr. PEERS: Combined with the other circumstances I have mentioned. I had asked for a review of the position on ordinary program considerations. I wanted to go over lists, scripts, discuss the weaknesses of the series, if there had been grave ones. Mr. Jennings, on the Monday and Tuesday before, commented to me that this was not a decision with which he was personally sympathetic. He thought the series was a defensible one before the parliamentary committee or any other unbiased group of judges. So, my attempts to discuss the decision on program lines collapsed.

Mr. LAMBERT: Your position is an administrative position, I take it?

Mr. PEERS: My position is partly administrative, I should say; but it is more centrally the application of C.B.C. policy to programming. In other words, it is not administrative in the narrow sense of administration.

Mr. LAMBERT: You have been involved in program changes before?

Mr. PEERS: Yes, I have been.

Mr. LAMBERT: Is any program change extraordinary?

Mr. PEERS: The cancellation of a series without some prior discussion with the network or department heads is most extraordinary.

Mr. LAMBERT: This was a management decision, though?

Mr. PEERS: That is right.

Mr. PICKERSGILL: I would like to ask a supplementary question on that point. In your experience, Mr. Peers, have you ever before had a program cancelled by orders of the president or the acting president without discussion?

Mr. PEERS: Mr. Chairman and Mr. Pickersgill, I think we had a program cancelled two or three weeks—no, four or five weeks ago by order of the controller of broadcasting, which we were able to reinstate after we had given him an explanation. It was a broadcast on the Canada Council.

This program was reinstated. There have been orders that have come out which sometimes are accompanied by sufficient explanation that we carry them out with alacrity. Sometimes we think that a further review is called for, and it is understood that usually it will receive that protection. But any decision of management is final.

Mr. LAMBERT: What did you do to check any information before you arrived at your conclusion?

Mr. PEERS: The attempts to check the information were: my expressed desire to see Mr. Bushnell and discuss the matter with him. I have mentioned that in my statement. That took place on three days.

In addition there was my discussion with the chief news editor in Toronto, whose department was being asked to replace the program, to see whether he had information that I did not have.

Mr. LAMBERT: That was Mr. Walker?

Mr. PEERS: No, Mr. Hogg. The chief news editor is Mr. Hogg.

Then there was the trip to Ottawa again, when I learned that Mr. Walker would not be back in Toronto for the rest of the week, and the attempt to discuss the matter with Mr. Walker which, as I have said, was a discussion which gave us some additional information.

Mr. LAMBERT: But these were attempts to discuss the program, not the cancellation of the program?

Mr. PEERS: They were attempts to discuss the cancellation of the program in relation to the views which Mr. Jennings had given me, and the teletype he had sent as reasons for the cancellation of the program.

Mr. LAMBERT: This had nothing to do with information that there was political pressure or influence?

Mr. PEERS: Definite information that there was political influence did not come to me until Wednesday night. These very questions related to that.

Mr. LAMBERT: It developed when you made your statement on Monday or Tuesday?

Mr. PEERS: First I would like to say that the statement which Mr. Walker gave us about external pressures was made of course before the three of us. I should also be quite candid and state that I could not see any reason.

Mr. LAMBERT: Do you feel that you should be less than candid here?

Mr. PICKERSGILL: Mr. Chairman, I object to that question.

The CHAIRMAN: Please continue, Mr. Lambert.

Mr. PEERS: I say that merely as a venture into an opinion that I have tried so far to check the facts, Mr. Lambert. And I should say that in reviewing the situation in my mind and in discussion with my colleagues here, I could not think of any likely explanation for Mr. Walker trying to mislead me on this point. It is the last thing that a corporation official would attempt to do with a subordinate, to give a reason for any program move as being related to any kind of external influence or pressure.

The CHAIRMAN: Have you worked for any other corporation?

Mr. PEERS: I have worked with other organizations.

The CHAIRMAN: I asked if you have worked with any other corporation.

Mr. PEERS: I am not sure whether the University of Alberta is a corporation.

Mr. PICKERSGILL: It is.

The CHAIRMAN: I mean a business corporation.

Mr. LAMBERT: You made your statement concerning this political influence, and when you did that, did you consider the implications, if that statement should prove to be wrong?

Mr. PEERS: Inasmuch as I am capable of doing that without legal training. I think I did.

Mr. LAMBERT: Did you consider the implications as to other people who would be brought into this?

Mr. PEERS: I thought that I had taken, as I have said in my statement, every move that I could within the corporation and retaining the oath—not the oath, the promise, to respect confidences within the corporation, before I took that step. Then I thought that this was the only additional step that I could take which would raise the matter for public discussion.

Now, of course, I realized that as a result of public discussion—and because I did not think I should give the names of the persons who exerted,



or who were alleged to have exerted this influence—I did not believe that public discussion would find me to be wrong. I had a reasonable amount of confidence that my information was sound enough to stand up.

I hoped that that re-realization of the necessity for the corporation to continue as an independent organization working under broad lines and directed by its Board of Directors—that the corporation would come out more strongly for the investigation, even though in the meantime some persons within the corporation might be embarrassed.

Mr. MORRIS: Mr. Chairman, I rise to a point of order. The motion before this committee is to hear witnesses today having regard to the allegations of clandestine political activity. Therefore I move, seconded by Mr. McIntosh, that in view of the fact that the witness has testified that he has no information, but only hearsay, that the witness be thanked for his appearance and dismissed, and that we get back to our agenda. I ask that my motion be put.

Mr. ROBICHAUD: Closure.

The CHAIRMAN: That motion was seconded by Mr. McIntosh.

Mr. PICKERSGILL: It is not a point of order at all. Moreover, it is a debatable motion.

Mr. MCINTOSH: If there is nothing other than what we have before us except this statement, I suggest it is largely a matter between management and staff, and of no concern to us. But I would like Mr. Peers to explain what he means when he says:

During the day I had become convinced that the only remaining hope of insuring full review of a decision which appeared to be politically motivated was to make sure that the C.B.C. board of directors had all the facts at their disposal.

Can Mr. Peers explain what he means by political influence? And was it his policy to make sure that the board of management always had the facts at their disposal? Was it not his job to do that, and if not, then this entire problem is of no concern of ours in this committee.

Mr. PICKERSGILL: I would like to oppose this motion of Mr. Morris for several reasons: the first is that there is a decision which has already been taken by this committee, which Mr. Morris is seeking to reverse. That decision was not merely to hear the witnesses before you, but also to hear representatives of management with respect to this matter. So I maintain it would be a denial of elementary justice to hear the representatives of management after having dismissed these witnesses, and not to give to them an opportunity to reply. That is my first objection.

My second objection is that it was agreed in the House yesterday in the discussion between the Minister of National Revenue and myself that we should have a calm, judicial, and non-partisan consideration of this matter with a view to getting at the truth.

My third reason is that the witness has given us precise and detailed information about the conversations he had with certain representatives of management and certain other officials of the corporation, and that we cannot expect to get the truth unless we hear the other persons referred to as having direct connection with this matter, and who were superior to Mr. Peers.

For these reasons I think this motion should be defeated.

The CHAIRMAN: Thank you.

Mr. CHAMBERS: I have to oppose the motion, Mr. Chairman. The witness has brought before us what seem to be very serious charges, not only with respect to the administration of the C.B.C. but also with respect to certain

unnamed politicians, and I think every opportunity should be given to them to substantiate those charges. I have some questions which in due course I would like to put.

Mr. PEERS: May I correct one word. I have not said anything about politicians. I have said something about persons politically connected. I was very careful in my question to Mr. Walker and he replied in kind.

Mr. CHAMBERS: The implications drawn were very clear.

Mr. FISHER: I would like to speak against the motion. It seems to me with the evidence of the meeting with Mr. Walker and a later meeting with Mr. Bushnell that we certainly cannot turn our backs on this. Mr. Walker is directly in charge of these gentlemen; he was their supervisor. If he gave them this assurance, it seems to me that this is much more than hearsay—this is the normal chain of command. The other point is that the evidence in so far as the relationship with Mr. Jennings and in so far as the telephone call is concerned, certainly substantiates a very mysterious situation into which we will have to go in much more detail, otherwise it will become a festering sore.

I am very strongly opposed to the motion.

Mr. TAYLOR: In connection with this motion, a question was put to you, Mr. Peers, in Toronto. Do you have this—

Some hon. MEMBERS: Order.

The CHAIRMAN: Order.

Mr. TAYLOR: The evidence today amounts to hearsay and is out of order. The other point is we still have a corporation to look after. We should adjourn here today. Apparently these two gentlemen have been invited back to the corporation. We have shown today that the evidence is hearsay. These persons may rejoin the corporation and we will be driving a wider wedge if we continue with this hearing at this time.

Mr. BELL (*Saint John-Albert*): I feel the motion has some merit but is a little bit premature at this time. Would the mover and the seconder hold it over and put it again later?

Some hon. MEMBERS: No, no.

The CHAIRMAN: Are we ready for the question, gentlemen? Here is the motion. Mr. Morris moved, seconded by Mr. McIntosh, that this committee thank the witnesses, dismiss them, and return to consideration of the committee's general agenda.

Those in favour of the motion?

Contrary?

I declare the motion defeated.

Mr. Lambert, would you please continue?

Mr. LAMBERT: We were on the point of considering the implications, the effects of your statement, should it prove to be wrong. Did you consider that?

Mr. PEERS: I hope I did, Mr. Lambert.

Mr. LAMBERT: Did you consider that if you were wrong much more would be brought into disrepute?

Mr. PICKERSGILL: I am raising a point of order. I understood that the decision you announced at the beginning of this motion, which no one dissented from, was that we were to seek evidence from the witnesses, and not opinions. I suggest Mr. Lambert is now going into the field of opinion and it is quite irrelevant to what is before us.

Mr. LAMBERT: With all due respect, Mr. Pickersgill, the witness all along has said he was "of the opinion that". I will put my question again, Mr. Chairman.



Mr. PEERS: Shall I answer the question?

Mr. PICKERSGILL: Are you ruling on the point of order I raised? I am entitled to a ruling from the chair. I consider this question does not relate to the facts at all. We are asking the witness questions about his state of mind. If we do that with all the witnesses we will never finish this inquiry.

The CHAIRMAN: The reason I continued with Mr. Lambert is that I ruled your point of order out of order because we have been getting opinions from the witness all the way through.

Mr. PICKERSGILL: I dissent from that view.

Mr. PEERS: Mr. Gillis, Mr. Trotter and I tried to line up the factors on each side. As is usual in human judgments one can always try to find out where the balance lies and act on that to the best of one's knowledge and conscience. That is what I attempted to do.

Mr. LAMBERT: If we return to page four of your statement and take the third paragraph, the third sentence, when you report on your interview with Messrs. Nixon and Hogg, you state:

They shared my concern about the reaction of the C.B.C. to the reported pressure...

Are you therefore referring to Mr. Walker's information to you?

Mr. PEERS: Yes. I am using the word "reported" because Mr. Walker had reported that to me.

Mr. WALKER: Further down, in the next paragraph, you say:

In those meetings the two points that I have mentioned above were confirmed by Mr. Walker...

How were they confirmed by Mr. Walker?

Mr. PEERS: I think I was asked a question of that sort before. Mr. Walker said again what he said to us in our Wednesday night meeting. He said on Saturday morning and on Sunday morning that there was influence brought to bear; that there was external influence in making this program decision. I see Mr. Hallman, for example, is here; he was present at that meeting.

Mr. LAMBERT: He is not here before us. Rather than confirming it is a repetition of the statement.

Mr. PICKERSGILL: As a good classicist that is what confirmation means.

Mr. LAMBERT: On page five of the statement signed by yourself and your colleagues, in the second paragraph you say:

Because we believe that the principle of freedom from political or other interference...

Would you elaborate on the words, "political or other interference"?

Mr. PEERS: Well, I think the point there would be that there are many representations which can be made to a public corporation like the C.B.C. that should be given weight, should be given thought and should be taken into account in deciding action. Those influences can be political or can be from what I suppose we might call large organizations such as the Canadian Federation of Agriculture, the Canadian Chamber of Commerce or the Canadian Labour Congress.

But such representations and such advice as we get from bodies of that kind or from political organizations, or from political leaders, can be legitimate and non-binding—unless they are combined with an alternative it is offering as a consequence: then, I think, the influence becomes at least attempted interference. Once again, it is not so much whether or not interference is

attempted; the question which concerns us very much was whether we as a corporation had allowed our program department to be unduly influenced by such interference, and that is the point that was before us.

The CHAIRMAN: While Mr. Lambert is framing his next question, I would like to ask you if you would consider the Radio League of Canada as one of those possible lobbying groups?

Mr. PEERS: I think any organization which combines to direct themselves to certain ends can be considered as lobbying.

Mr. SMITH (*Calgary South*): Are you a member of the radio league?

Mr. PEERS: No.

Mr. SMITH (*Calgary South*): Were you a member at some time?

Mr. PEERS: I am not certain whether there was a different radio league preceding this one. I was a member of one at one time.

Mr. LAMBERT: We go now to page 7 and in the middle of the page it states:

During the day I had become convinced that the only remaining hope of ensuring full review of a decision which appeared to be politically motivated . . .

In other words, did you entirely disregard Mr. Jennings' reasons for the program change?

Mr. PEERS: Mr. Jennings, if I may say so—

Mr. LAMBERT: Would you answer my question yes or no.

Mr. PICKERSGILL: Well, Mr. Chairman—

Mr. LAMBERT: I am asking this question. Did you disregard Mr. Jennings' reasons when you made this statement "which appeared to be politically motivated"?

Mr. PEERS: I did not entirely disregard them. I disregarded them to some extent; in other words, Mr. Lambert, I did not think in the way Mr. Jennings put them to me that his reasons were paramount or that even Mr. Jennings thought they were paramount.

Mr. LAMBERT: In other words, regardless of what management stated to you, you felt that there was a political motivation.

Mr. PEERS: Not regardless of what management said, but in the light of what management said.

Mr. LAMBERT: All right; what did management say to you? Let us get down to this political motivation.

Mr. PEERS: Management, in the person of Mr. Walker, said to us as a group, this group, and said to me, with others, Saturday, Sunday and Monday, that this decision was related to a representation made to management. I probably could state it more clearly if I read the text, but I am trying to remember the text. This decision, relating to Preview Commentary, was made after representation by an external influence. In answer to the question: was the external influence politically connected, the answer was yes.

Mr. LAMBERT: In other words, when at page 6 you report a conversation with Mr. Bushnell, in which he states:

He said that the parliamentary session would last only a few more weeks, and asked why we should not try this other format.

You disagree with this programming experiment.

Mr. PEERS: We continued the discussion and Mr. Bushnell said he could not regard this as a sound program decision. This was in answer to a question by Mr. Hallman.

Mr. LAMBERT: All right; I am drawing now to the end of my questioning.



The CHAIRMAN: Is this your final question, Mr. Lambert?

Mr. LAMBERT: On page 8 of your stated reasons for resignation, you state:

We thought that the decision to make a program change because of external pressure, real or anticipated, threatened the integrity of public affairs programming.

Do you feel that there was at that time no actual political pressure?

Mr. PEERS: Mr. Lambert, I am suggesting that. I have the word of Mr. Walker. It was a word that ordinarily I would accept 100 per cent but, as you have indicated, there is just the possibility that Mr. Walker exaggerated or that someone, I think Mr. Bushnell, who discussed the situation with Mr. Walker had exaggerated; and it may have been that any political influence up to that date was entirely an opinion.

What I think was a thing which we as a corporation had to regard seriously was that the corporation management felt that this decision, if not taken, would lead to certain dire consequences. That might have been anticipated political pressure rather than real or existent at the moment.

Mr. FISHER: Could I ask Mr. Trotter and Mr. Gillis if they confirm absolutely the information in this report?

Mr. TROTTER: In so far as we were present at the meetings, we can confirm it absolutely. We, of course, were not present at the meetings, with Mr. Peers, on Saturday, Sunday and Monday, with the senior group, whose names appear at the bottom of the statement.

Mr. D. H. GILLIS: I confirm the statement down to and including the Wednesday evening discussion with Mr. Walker.

Mr. FISHER: Mr. Peers, we have this parliamentary committee here. Was there ever at any time any question or idea in your mind that this committee in itself was the political influence?

Mr. PEERS: My idea was that it was something that should be handled within the corporation, and that was my effort right up until Monday night. I certainly made no move to get in touch with any member of the parliamentary committee so long as I was a member of the corporation's staff.

The CHAIRMAN: Does that answer your question, Mr. Fisher?

Mr. FISHER: No. There was no idea or thought in your mind that this committee was or could be the political influence.

Mr. PEERS: It was not in my mind.

Mr. FISHER: In so far as Preview Commentary is concerned, do you know whether there was a record kept of the previous broadcasts?

Mr. PEERS: Mr. Jennings submitted a list of the speakers in this and other commentaries to this committee some time ago. I believe it has been distributed.

The CHAIRMAN: That is correct.

Mr. PEERS: Is that the answer to your question?

Mr. FISHER: Do you know whether these commentaries were reproduced and distributed in any form?

Mr. PEERS: You mean the scripts?

Mr. FISHER: Yes.

Mr. PEERS: Not so far as I know. They may have been. Sometimes, if members of the listening audience write in and want to look at a script to know what a person has said, we will, within the limits of our facilities, send out such scripts so that people can check. We—particularly in current affairs—take the view that such commentaries are then in the public domain, as if they had been published in the newspapers.

Mr. FISHER: But to your knowledge, there were no mimeographed copies made of Preview Commentary available for distribution.

Mr. PEERS: Not from our office. The only thing I can think of that might relate at all to your question is that I have been told by the producer here in Ottawa, Jim Taylor, that some weeks ago Mr. Jennings had asked for copies of the scripts to be sent over to his office each morning. I checked that with Mr. Jennings and found out that was so.

Mr. FISHER: Have you any idea on what date that took place?

Mr. PEERS: No, I have not. I think, again, I was told that the scripts started going over around the middle of May and that at a certain stage they asked for the scripts back to May 1. Mr. Jennings could correct that; I am not entirely sure, because it was not a very big point in my inquiries.

Mr. FISHER: When you spoke to Dr. Morton, did you have any indication that the members of the board, or that Dr. Morton had given serious consideration to this question—perhaps it had been raised with him by mail?

Mr. PEERS: I have no indication that Dr. Morton had ever heard a word about it until I spoke to him.

Mr. FISHER: In other words, the management had not consulted the board of directors in connection with this change, in so far as you know?

Mr. FLYNN: I object. That question—

Mr. PICKERSGILL: This question is a great deal more factual than many of the questions we have heard.

Mr. FLYNN: This witness is not qualified to answer this question.

The CHAIRMAN: Are there any other questions along that line, Mr. Fisher?

Mr. FISHER: When you decided to resign, was this a decision that you took in concert with Mr. Trotter and Mr. Gillis?

Mr. PEERS: The three of us decided, since we had started on the road together we would continue together.

Mr. FISHER: Did you ever, at any time, once you made the decision, try to influence any other people to resign?

Mr. PEERS: A few asked me, I tried to influence not to resign, and I influenced no one to resign.

Mr. FLYNN: That is, again, out of order, Mr. Chairman.

Mr. PICKERSGILL: It is exactly the line of questioning we had from Mr. Lambert. I think the questions should be treated alike.

The CHAIRMAN: Mr. Fisher, will you try and keep it to the point, please? You have got over those two points now: we have been fair.

Mr. FISHER: You were aware, when you resigned, that this might lead to such consequences—that is, further resignations?

Mr. PEERS: I would have to be aware of that, I think. If some people chose to interpret the whole procedure as a vote of lack of confidence in me, I suppose that result might flow with some people.

Mr. FISHER: Since your resignations have you had any further discussions on the particular points that were made to you regarding interference, with Mr. Walker.

Mr. PEERS: No.

Mr. FISHER: Have you had any further discussions on it with Mr. Hallman?

Mr. PEERS: I should amend my last answer. I had discussions only to the point where I said that, naturally, if I was called—or, since I had been called before this committee, I would have to, of course, mention his name as the source of my information.



Mr. SMITH (*Calgary South*): Mr. Peers, I would just like to clear up one question to which you made some reference. Other than the one conversation, or the conversation with Mr. Walker—which, until Mr. Walker appears, must be regarded as hearsay—is there any other suggestion of any political interference brought to bear? Are you aware of any other?

Mr. PEERS: I have one more recent bit of information that might, I suppose, again, be hearsay: it is something told to me. Is that hearsay; I do not know?

Mr. SMITH (*Calgary South*): If you wish to make some reference to it, you are entitled to, provided it, again, comes under the category of hearsay. That is up to you.

Mr. PEERS: Mr. Hallman has told me since my resignation that the board of directors discussed the matter—that he appeared as one of the representatives of the senior group of employees in Toronto and that in his presence the matter of political influence was discussed by the board of directors before the C.B.C. staff representatives and management representatives.

Mr. SMITH (*Calgary South*): I wonder if you would just repeat that last sentence again, please, Mr. Peers.

Mr. PEERS: Since my resignation Mr. Hallman has told me that he appeared before the board of directors of the C.B.C.; he and, I think, one or two others: Mr. Hogg, I believe, and Mr.—I had better not say, because I am not absolutely clear on this point. Mr. Hallman and one or two others appeared as representatives of the C.B.C. senior group—the ones who sent this memorandum which is contained here—excluding me, because I was off staff by that time.

Mr. Hallman and these others appeared before the C.B.C. board of directors, and the matter of the representations that had been made to the C.B.C. was discussed before the board of directors—by the board of directors, before representatives of staff and also before the representatives of C.B.C. management—"before" means "in the presence of".

Mr. SMITH (*Calgary South*): I asked you if there was any suggestion of any further political interference, like these representations of a political nature?

Mr. PEERS: The representations that Mr. Walker was telling me about—

Mr. SMITH (*Calgary South*): Other than Mr. Walker?

Mr. PEERS: And, I think, the representations that Mr. Hallman was telling me about.

Mr. SMITH (*Calgary South*): You think the representations by Mr. Hallman were of a political nature?

Mr. PEERS: No—I had in mind the representations that Mr. Hallman referred to as having been discussed before the C.B.C. board of directors.

Mr. SMITHS (*Calgary South*): You will agree, all rather indefinite? Let us come to another point. In your long history with the corporation can you think of any other occasion, by the action which you virtually took, in which you entered into the administration of the corporation? Have you any other examples? You state that your position in the corporation is one, basically, of administration, and you have also some policy control. Have you ever taken any other similar action which virtually enters into the administration of the corporation to this extent?

Mr. PEERS: I wonder whether by "any other action of a similar nature"—

Mr. SMITH (*Calgary South*): Have you threatened to resign any time?

Mr. PEERS: Once before.

Mr. SMITH (*Calgary South*): What were the circumstances in that particular case?

Mr. PEERS: That is so. It was primarily my own, but I showed it to them at each point, and they quite concurred in the basic parts of it.

Mr. McCLEAVE: It is a joint summing-up to the best of your recollection.

Mr. PEERS: That is right.

Mr. McCLEAVE: What bothers me particularly is that when you went through page 3 regarding the conversation around midnight on that Wednesday night you used the phrase that Mr. Walker apparently told you. You used the word "apparently", although it is not included in your statement. Do you recall using that word?

Mr. PEERS: No, I do not recall it. I would like to know the context.

Mr. McCLEAVE: That was in answer to a question asked by the chairman.

Mr. PEERS: I cannot comment because I do not remember the statement.

The CHAIRMAN: Gentlemen, we shall have to adjourn now because the house meets at 11 a.m. We shall reconvene at three o'clock in this room. Thank you very much.

Mr. SMITH (*Calgary South*): Is it the intention to call Mr. Walker?

The CHAIRMAN: We shall consider that in the steering committee.

#### AFTERNOON SESSION

TUESDAY, June 30, 1959.  
3:00 p.m.

The CHAIRMAN: It is three o'clock, gentlemen. We will come to order.

After the session broke up this morning the steering committee had a meeting at which it was decided we would call Mr. Walker because he had been mentioned so often in the evidence of Mr. Peers, Mr. Gillis and Mr. Trotter. I understand Mr. Walker is here. I would suggest to the committee members that the questioning, as far as the three present witnesses are concerned, is practically concluded.

I think it might be advisable if we would ask Mr. Walker to come up here now.

Mr. SMITH (*Calgary South*): Mr. Chairman, may I ask one question. I would like to complete the record. Earlier this morning Mr. Peers on a question from myself indicated there had been another occasion on which he had resented the action taken by management and emphasized his protest by a threat to resign. I think he indicated this was three years ago at the time Mr. Dunton was president of the corporation. I would like to ask Mr. Peers if there had been any other occasion. You mentioned the one. Has there been any other, perhaps, on which you would like to refresh your memory?

Mr. PEERS: First of all, in respect of the other occasion I mentioned I should say then it was not an ultimatum that I would resign. I went to Ottawa again because I found it difficult to discuss these things over the telephone. I had a long discussion with the general manager and, after a hard give and take, management decided to change its stand. The question of resigning did not formally come up although they understood that in the circumstances I felt it was an important enough issue at the time to suggest I would have no recourse but to leave the corporation.

However, in effect, this issue was voiced on the network from that time on.

Mr. SMITH (*Calgary South*): This morning I asked if there was any other situation in which you threatened. You gave one other example and you are now taking the position that this was not to the point of resigning.



Mr. PEERS: It was a decision by C.B.C. management not to have the program Press Conference deal with the gas pipeline debate.

The CHAIRMAN: Touché.

Mr. SMITH (*Calgary South*): I am delighted to hear this. Perhaps you would give us more detail on this.

Mr. PEERS: I had proposed to C.B.C. management that on a certain Tuesday—I think it was—we invite the Hon. George Drew, who was then the figure, in my view, most in the news in relation to this pipe line controversy—he was then leader of the opposition.

Mr. SMITH (*Calgary South*): What would be the date of this, please, Mr. Peers? Just roughly?

Mr. PEERS: Roughly, May or June, three years ago.

Mr. SMITH (*Calgary South*): Thank you very much.

The CHAIRMAN: Mr. Pickersgill, followed by Mr. Chambers.

Mr. PICKERSGILL: I have several questions I would like to put to Mr. Peers.

The first question I would like to put to Mr. Peers is this: would he regard an opinion expressed to management by a politician about their programs, even a very unflattering and unfavourable opinion, as "political influence"?

Mr. PEERS: I would not regard it as political influence unless management seemed to give it undue and urgent consideration, to a degree they would not give such a representation from any other important person or person of substance.

Mr. PICKERSGILL: My second question is this: do you think that politicians, particularly ministers, should not express to management views on their programs?

Mr. PEERS: Mr. Chairman, I suppose I have to answer this?

The CHAIRMAN: Yes, that is a fair question.

Mr. PEERS: I think it is debatable. I think that opinions from members of parliament certainly should be welcome and should be given careful thought, just as the opinions of any other responsible citizen should be given careful thought.

The opinions of C.B.C.—or, rather of members of cabinet—I think under the old system of financing programs with licences, that a member—this is pure opinion, as you can see—

Mr. FLYNN: Like the rest.

Mr. PICKERSGILL: Exactly.

Mr. PEERS: I think that an opinion from a cabinet minister is very much like that of the opinion of an M.P. I am not certain I would say that it is now when the C.B.C. has to go before parliament for its grants on a basis which is not a statutory basis.

Mr. PICKERSGILL: The third question I want to put on this particular line is this: in your view, was the political—

Mr. BELL (*Carleton*): Would Mr. Pickersgill speak up?

Mr. PICKERSGILL: In your view, was the political interference, to which you understood Mr. Walker to make reference—was it accompanied by a threat of the consequences to the corporation if it was not followed?

Mr. PEERS: I am not sure it was accompanied by such a threat. I am at least sure that some in management thought there was a threat attached.

Mr. PICKERSGILL: Is it the apprehension or the suspicion of the threat that, in your view, constituted the pressure or the influence rather?

The CHAIRMAN: That is, in your view.

Mr. PEERS: In my view, it may have constituted an influence; but the important thing was the C.B.C. action following upon the representation—whatever the representation was, and however urgently it was dealt with.

Mr. PICKERSGILL: Mr. Peers, you have been a member of the staff of the C.B.C. for a considerable time. Have you ever before taken the step of approaching a member of the board with a view to getting a question put before the board?

Mr. PEERS: I have not.

The CHAIRMAN: Mr. Chambers, followed by Mr. McCleave; and then we will have to leave it.

Mr. CHAMBERS: I have a couple of questions. It was reported in the press Mr. Peers had made an investigation before resigning from the C.B.C. Is this correct?

Mr. PEERS: "Investigation" refers to my trip on my own, because I did not want to be advised not to come. That is the trip I made to Ottawa; the queries which I directed to Mr. Walker; the attempts to see Mr. Bushnell; and then, finally, our meeting with Mr. Bushnell on that Sunday night in Toronto.

Mr. CHAMBERS: In other words, your "investigation" is what you report in your statement?

Mr. PEERS: That is right.

Mr. CHAMBERS: Would you agree, the question of whether parliament should be reported by a commentary or by wire news compendium is a matter of opinion?

Mr. PEERS: It is a program decision for which there can be pros and cons on each side.

Mr. CHAMBERS: In other words, there is something to be said for either side.

In your view, when the C.B.C. is faced with a question as to whether do a thing in one way or another, whose decision is it as to which way it should be done?

Mr. PEERS: It is a decision, finally, of management.

Mr. CHAMBERS: The three witnesses before us are the three who resigned and gave out a statement to the press which has been reported as the reasons for their resignation, is that correct?

Mr. PEERS: Yes.

Mr. CHAMBERS: The three witnesses here—apart from what has been said in your statement and in the answers to questions—have not of themselves any proof this was a management decision taken under political influence and pressure? I would like to stress the word proof. You obviously believed it was necessary; but have you any witnesses to prove that it was?

Mr. PEERS: Again, I am not a lawyer, but I think we thought that beyond reasonable doubt there was a likelihood.

Mr. CHAMBERS: But you three gentlemen, beyond what you have said—can you adduce any further proof?

Mr. PEERS: I think that what can be regarded as proof would depend on the judgment of reasonable men who were reviewing it.

The CHAIRMAN: Do you consider this group to be reasonable men?

Mr. PICKERSGILL: Let us wait and see.

Mr. PEERS: I think so.

Mr. McCleave: I have a few questions I would like to ask this witness. This statement, I presume, has been drawn up by the three witnesses who are here this morning. Is that correct?



Mr. PEERS: I never suggested at another time that I would resign.

Mr. SMITH (*Calgary South*): May I ask the circumstances in respect of interviewing certain persons who were the authors of a book concerning the former prime minister, and if there was any serious disagreement between yourself and the corporation as to whether or not the individuals should appear and whether you threatened to resign on that occasion.

Mr. PEERS: There was some disagreement between myself and the senior officials of the corporation. The discussion was carried on on the grounds of the merits of the particular program. I did not indicate that I would regard a reversal as a serious—

Mr. SMITH (*Calgary South*): Every time you disagree with management you do not, then, just threaten to resign? You are not trying to control management policy?

Mr. PEERS: As I said this morning, there are many times when my judgment is questioned, is not accepted as final; and I take that in good grace if I think we are meeting each other on the same kind of program grounds.

Mr. McINTOSH: As a basis for my questioning and to put on the record the reasons why these gentlemen are here today, I would like to refer to the evidence of the committee of June 24. One committee member said he had a motion to present to the committee.

The CHAIRMAN: Would you please stand up, Mr. McIntosh? We are having difficulty in hearing you.

Mr. McINTOSH: As a preface for my questioning and in order to put on record why these three were called to this meeting today, I wish to make reference to the evidence of the committee meeting of June 24, wherein one committee member said that he wanted to make a motion to invite these three gentlemen to appear at the next meeting of the committee to substantiate their charge that clandestine political influence has been brought to bear on C.B.C. management. Through this proforma we have been given this morning by these three gentlemen, reference has been made to interference, influence and connection. I would like to ask Mr. Peers—and I think he has stated it before—that there was no political motivation in his charge. Is that correct?

Mr. PEERS: There is no political motivation in my charge.

Mr. McINTOSH: And no political interference?

Mr. PEERS: I am confusing two things. I thought you were asking did I have a political motivation; that is, did I intend to help one party or another by making a certain charge. My answer to this is, no. I take it now your question is in connection with something else.

Mr. McINTOSH: I will go further into the evidence of the twenty-fourth. One committee member said that the charges of illegal interference had been levied and as such they are reflecting on the dignity of members of parliament. Following that up they also said—

The CHAIRMAN: Who were "they"?

Mr. McINTOSH: They were speaking, I presume, about the three gentlemen appearing as witnesses.

The CHAIRMAN: These are committee members?

Mr. McINTOSH: I am referring to the minutes of the twenty-fourth.

Mr. PICKERSGILL: If we are going to have the minutes referred to I think they should be read accurately.

The CHAIRMAN: Yes. What page are you on?

Mr. McINTOSH: Page 501, about half way down. Mr. McCleave said:

Mr. Chairman, on Mr. McIntosh's point, surely the basis is that this little group has charged political interference? As such, they are reflecting on the dignity of members of parliament—and that, to me, is the important consideration. Undoubtedly they are going to have a fight with their own management of the C.B.C.; but I think the important point is that they have brought charges against people here in Ottawa on Parliament Hill.

Then I interjected. I said:

Whereabouts? They did not say anything about that.

Then Mr. McCleave said:

They talked about clandestine political interference.

You, Mr. Chairman, said:

But did they say, "within the corporation" or "from Parliament Hill"—that is the point?

Mr. McCleave said:

I think people would take the ordinary meaning from what "political" means.

Then Mr. Smith said:

The interference is pretty clear.

What does Mr. Peers mean by interference or influence? Does he mean criticism?

Mr. PEERS: As I mentioned this morning, the word I had used was influence and not interference. Indeed, that is the way in which the telegram which invited me to this hearing reads. It said: to appear before this committee at the earliest possible time to give evidence concerning the charges "that clandestine political influence has been brought to bear on the C.B.C. management".

As I explained this morning, I do not make a charge that interference had taken place. I did make the assertion that there was influence in the sense that the C.B.C. itself recognized some external pressure. Also as I said this morning—I have no objective evidence that that influence in fact existed. All I know is that the C.B.C. interpreted it in that way. That is my criticism.

The CHAIRMAN: Who do you mean by the C.B.C.?

Mr. McINTOSH: I am referring now to page 6—

The CHAIRMAN: Just a moment, Mr. McIntosh. Who do you mean by the C.B.C.?

Mr. PEERS: I mean the C.B.C.'s management.

Mr. McINTOSH: I am now referring to the top of page 6 where you say:

Mr. Bushnell said he had received criticisms from three sources:

(1) by word of mouth from private citizens—friends, acquaintances, etc.;

(2) from people in responsible positions, businessmen, etc.; and

(3) from politicians.

Now, there, do you mean criticism or interference?

Mr. PEERS: Of course, these are Mr. Bushnell's explanations to a group of us who were meeting with him, and I think he meant criticism and certainly not interference.

Mr. McINTOSH: I now refer you to the letter which you sent to the Toronto senior group, on page 5.

Mr. PEERS: From the Toronto senior group.

Mr. McINTOSH: Well, it is signed by you.



Mr. PEERS: It was signed by eight people of whom I am one.

Mr. McINTOSH: In the second paragraph you say:

Because we believe that the principle of freedom from political or other interference, or the appearance of such interference, is absolutely essential to the effective discharge of the corporation's program responsibilities...

Is it your contention that the public is no longer able to have the freedom to criticize your program?

Mr. PEERS: No. I think the meaning there is that it has been an established principle with the C.B.C. and before it, when the C.R.B.C. was founded that the corporation should not take instructions from any political group or government, but should be responsible through its board to parliament. Now, the meaning of this—

Mr. McINTOSH: Before you continue, Mr. Peers, what do you mean by political group?

Mr. PEERS: I mean political party. I should have explained more precisely. The meaning of this particular sentence which you have quoted from the letter, to which I was one of the signatories, is that not only must there be freedom from actual interference which is often hard to assert with certainty, but C.B.C. program decisions should be made in an atmosphere when there could be no reasonable assumption that it was a political influence or interference that brought about the decision; in other words, the discussion on program matters should be carried on in the usual way of assessing the worthwhileness or otherwise of the particular program.

Mr. McINTOSH: By political interference you mean political party interference?

Mr. PEERS: Not necessarily. I think interference—and I am not saying for a moment that there was interference—but interference could theoretically be from anyone who has any kind of power, real or imaginative, in the minds of the C.B.C. management.

Mr. McINTOSH: Referring to those who criticize, could they not have a political affiliation with anyone?

Mr. PEERS: Yes, it would be some public identification with a political group.

Mr. McINTOSH: I would like to refer back to the last paragraph on the first page:

This sudden cancellation of a series without prior consultation with the responsible program department was unprecedented in my twelve years' experience with the C.B.C.

Now, is that prior consultation unusual?

Mr. PEERS: What is unusual, sir, is that a whole series of programs should be cancelled without some discussion between either a responsible program department or a network programming group and management; that is unusual.

Mr. McINTOSH: In some other series of programs how much time is given to discussions?

Mr. PEERS: I would have to rely there upon programs in my own department only and I do not know the situation entirely in all other program areas, but I should think in my own department I cannot remember a program being cancelled with less than the usual publicity time, which is three weeks—usually three or four weeks as a rule.

Mr. McINTOSH: How long have you held your present position?

Mr. PEERS: I have been supervisor since the beginning of 1954; I was assistant supervisor for a short time before that.

Mr. McINTOSH: After answering Mr. Smith's remarks about this being unprecedented in your twelve years' experience, you would say on one other occasion you admitted it did happen.

Mr. PEERS: That was not a series. That was an individual program and there the decision was taken to cancel the individual program, but after further discussion and reflection the program went ahead.

Mr. McINTOSH: Whether it was a series of programs or one, it did happen before?

Mr. PEERS: No. It possibly could have happened, but did not.

Mr. McINTOSH: Well, did it not happen in 1955 on one occasion when a political program was cancelled?

Mr. PEERS: I do not recall it; perhaps you could refresh my memory.

Mr. McINTOSH: Dr. Bernard Ostry.

Mr. PEERS: That was a proposed program.

Mr. McINTOSH: How about 1956, concerning a man by the name of Conway, who was involved?

Mr. PEERS: He gave two talks and they went ahead.

Mr. McINTOSH: Did you receive an objection to those talks at that time?

Mr. PEERS: No word that there was any criticism of the talks came to me until months later. I knew for some reason or another the C.B.C. board of governors were reviewing the scripts at one stage. I did not know there was any important objection to the two talks until some months later when it came out in the House of Commons debates.

Mr. McINTOSH: I would like to ask a question concerning the second paragraph on page 8, which states:

The board of directors met during the day, but did not call on any of us. In the evening I received word from Mr. Hallman that Dr. Morton had informed him that he had failed completely in getting a full discussion. He said that the board had confirmed the decision of management to cancel Preview Commentary.

Was it after you received that decision that you put in your resignation?

Mr. PEERS: Yes, it was several hours after that.

The CHAIRMAN: Mr. McGrath, before you start your questioning, might I suggest to each member of the committee that this gentleman will remain here and I feel that inasmuch as we called Mr. Walker we should hear him as soon as possible. Now, your question, Mr. McGrath.

Mr. FISHER: Just on a point of information, Mr. Chairman: you said Mr. Walker: I understood the steering committee recommended Mr. Walker, Mr. Hallman and Mr. Hogg.

The CHAIRMAN: My understanding of it—and possibly Mr. Pickersgill can advise me if I am wrong—was Mr. Walker and Mr. Hallman.

Mr. McGRATH: My question is brief and part of it was answered during the time of Mr. McIntosh's questioning. It arises out of the third paragraph on page 6 of Mr. Peers' statement:

Mr. Bushnell replied that Preview Commentary was not being cancelled; that this was simply an experiment with a different form of program to cover parliamentary affairs. He said that the parliamentary session would last only a few more weeks, and asked why we should not try this other format.

My question is this: as an experienced radio man, would you not accept this as a logical explanation of a change made in the interests of good programming?



Mr. PICKERSGILL: I would like to raise a point of order, Mr. Chairman.

The CHAIRMAN: What is your point of order, Mr. Pickersgill?

Mr. PICKERSGILL: Mr. Chairman, we are here to ascertain facts and what is being asked here now is whether or not something is logical. What we want to know is whether it is true or not.

The CHAIRMAN: We have been working on opinions all day. Could you change your question a wee bit, Mr. McGrath?

Mr. McGRATH: In the normal affairs of programming, are changes made under similar circumstances?

Mr. PEERS: This morning I suggested there are arguments pro and con for each program format attempting to carry out its responsibility in different ways, and I think that such a discussion would be a worthwhile one; and we had a discussion along those lines that evening.

I should also report that those who were there felt that the weight of opinion was with maintaining Preview Commentary, and that included, I think, in that evening, the chief news editor, in whose department the other kind of program would fit.

Mr. McGRATH: I have one other question and it concerns an interview in the Toronto Star of June 24.

The CHAIRMAN: An interview by whom and with whom?

Mr. McGRATH: It is with Mr. Peers and his colleagues, by Mr. Templeton and Mr. Cohen. My question is: Mr. Peers is speaking, and he says, in part:

The present board is, I'm sure, trying to do its best but the peculiar thing is that its information must come through management. It's an extraordinary feature of the legislation under which we are now operating.

Is this not normal, for a board of directors of a corporation to get its information through management? I would suggest that it is.

Mr. PEERS: Mr. Chairman, I am not sure that my experience is broad enough to venture an opinion with certainty, but I think in very many corporations there is a chairman of the board, and there is also a general manager, who is separate—sometimes a president who is separate; but certainly, as a rule, a general manager who is separate.

The CHAIRMAN: I would suggest we are just veering a little away from the motion.

Mr. FISHER: I wanted to ask a question in connection with the same interview, and it was your statement—

The CHAIRMAN: It is on the motion, is it?

Mr. FISHER: Yes.

There have been other direct statements to us of the nature of the political pressures but since other people in the corporation are still working within the framework of the corporation to develop the kind of machinery which will more successfully resist such pressures, I'm not at liberty to give you details at the moment.

My question is: is this situation still existing, and is it reflected in your statement?

Mr. PEERS: Mr. Fisher, I have given the details in my statements this morning that I refused to give The Star interviewers.

Mr. FISHER: Fine.

The CHAIRMAN: Gentlemen, may I have your permission to excuse these three witnesses and call Mr. H. G. Walker?

Mr. MUIR (*Lisgar*): I would like to ask Mr. Peers a question. Mr. Peers has spoken of alleged pressure on management in connection with this program, and in view of the fact that the evidence so far submitted has been based on hearsay, would he not consider the action taken by himself and some of his colleagues as pressure on the management?

Mr. PEERS: Mr. Muir, on the alleged pressure—as I said this morning—I had to rely upon my superior officer, who was the link—my link—with management. On the business of pressure from this group of three, I think that resignation—sudden resignation—is a form of pressure vying with all the other pressures that exist around a contentious situation; but it did not seem to me that it was the kind of pressure which was not recognized immediately by the public for what it was. In other words, it was a pressure honestly and—I hope—sincerely exerted.

Mr. MUIR (*Lisgar*): Could I ask a supplementary question? Then, Mr. Peers, would you and your associates—

The CHAIRMAN: Would you speak louder, please, so that these witnesses can hear.

Mr. MUIR (*Lisgar*): I am asking Mr. Peers if he and his associates would deny the right of management to make and carry out decisions solely within the conscience and responsibility of management itself—by your actions?

Mr. PEERS: No, I would not deny that. But at the same time, it seems to me that a responsible officer of a corporation has it also within his rights to dissociate himself from the fact by publicly withdrawing from it.

Mr. PICKERSGILL: We live in a free country.

Mr. TAYLOR: On page 3 of Mr. Peers' statement there appears:

Mr. Walker said that he was not at liberty to divulge further information but that external pressures were involved.

My question is this: who asked for information at this time while you were present with your colleagues? Were you asking for information and particulars about outside pressures?

Mr. PEERS: Sir, I think that we were asking about the nature of the emergency—there seemed to be an emergency—which brought this program decision to a head in such a short time. I do not think we ever asked for the names or identities of persons who may have been involved, and I think Mr. Walker, in just telling us how far he could go and how far he could not go, drew that line himself. That is the best of my recollection; but perhaps you would like to ask the same question of my colleagues, whose memories may be different from mine, for all I know.

Mr. TAYLOR: I take it you were in the room with Mr. Walker and your colleagues?

Mr. PEERS: That is right.

Mr. TAYLOR: And there was a discussion. How long was that discussion about this particular statement? Was there any discussion, apart from one bald statement that there were political pressures?

Mr. PEERS: I think that this particular part of our discussion may have lasted five or six minutes.

Mr. TAYLOR: Can you tell us what was discussed, then, during the five or six minutes?

Mr. PEERS: For one thing, we made the point that we were much more concerned with the corporation's procedure and method of appraising the program than we were with the identity of the people who had allegedly expressed views about the program.



Mr. TAYLOR: One final question. I take it the discussion was of about five minutes in duration; that there was one statement made which concerned you most, but none of you asked for further particulars about the statement of political pressure?

Mr. PEERS: I remember distinctly breaking in to say I would not ask for such information. This was aside from Mr. Walker telling me he was not at liberty to give such information.

The CHAIRMAN: May I now have your permission in this regard, gentlemen: the three witnesses could be excused right now, if they would like to sit down there, almost any place. Mr. H. G. Walker, please.

Gentlemen, may I introduce Mr. H. G. Walker, who is director for Ontario and the English network. Mr. Walker, would you tell the committee exactly what your duties are.

Mr. H. G. WALKER (*Director and Coordinator of English Language Networks, Ontario Division, Canadian Broadcasting Corporation*): I am director for the province of Ontario division of the corporation and coordinator of the English language networks.

Mr. BELL (*Carleton*): Mr. Chairman, may we have Mr. Walker speak louder, please?

The CHAIRMAN: Yes; could you speak a little louder, Mr. Walker, please?

Mr. WALKER: My title is director for the Ontario division and coordinator of the English language networks, which is radio and television.

The CHAIRMAN: Do you have a short statement you would like to make, Mr. Walker?

Mr. WALKER: I would like the permission of the chair—because my name has been included in the statement of Mr. Peers which I understand was read this morning—to read from some informal notes which I have written in this notebook, solely in the interests of possibly being a more useful witness in the event of my being called before the committee—and, of course, I have been called.

May I have your permission, Mr. Chairman? I should like to simply read through these—which I want identified as informal notes—which help me to recall, in all honesty, the events as I recall them over the last number of rather difficult days.

The CHAIRMAN: I wish you would do that, please. Carry on, Mr. Walker, please.

Mr. WALKER: Again, I should like to make very clear that these are informal notes in my own handwriting, and having said that, I will find some difficulty in reading some of it. I will do my best.

The CHAIRMAN: Would you also talk slowly, please, for the reporter.

Mr. WALKER: June 15: Mr. Nixon—Mr. Nixon is assistant director of radio networks, English language—advised me of direction from Mr. Jennings to drop Preview Commentary. Same day, in the afternoon: I tried to reach Mr. Jennings by phone, but he was unavailable. I was seeking information on the cancellation.

June 15; same day: I teletyped Mr. Jennings, with a copy to Mr. Bushnell, protesting the dropping of Preview Commentary, on the basis of timing, if nothing else, having no further information.

June 16: Mr. Bushnell phoned to say—and in fairness, I am not too certain of the quotes, but I will do my best to recall them—quote—I guess you think we are all crazy here—unquote—because of the dropping of Preview Commentary, but he advised me there were important reasons for the decision which he would explain when I was in Ottawa.

June 17: Arrived in Ottawa near noon hour. Mr. Bushnell informed me that too many scripts in Preview Commentary series have had special slant or

bias, and he left the impression with me—underline “impression”—that there have been important protests, but no names were mentioned. I asked if decision could be deferred until the end of the present session of parliament. The answer was “No”.

June 17—same day: After above meeting with Mr. Bushnell I saw Mr. Jennings, who also gave me impression there were important protests about Preview Commentary. Mr. Jennings asked me to read a teletype he was sending to Toronto, ordering the replacing of Preview Commentary with Parliamentary Report, as of June 22.

Same date, June 17, rather late: I was advised that Mr. Peers, Mr. Gillis and Mr. Trotter were on their way from Toronto to see me, in the hope, I was advised, I would be able to give more information on the cancellation of Preview Commentary. Before their arrival I phoned Mr. Jennings at his home, urging him to give me real background. He advised me that situation was so serious that, quote—heads were to roll, unquote, if we did not remove Preview Commentary by June 22. In fact, it was to have been dropped the week previous. Specific heads mentioned were, Mr. Bushnell and Mr. Nowlan.

Same date, very late at night—

Mr. PICKERSGILL: I think we should have a recess for the press.

The VICE CHAIRMAN: Continue. Order, gentlemen. Please continue, Mr. Walker.

Mr. FISHER: Would you repeat that?

Mr. PICKERSGILL: I trust the press.

The VICE CHAIRMAN: I take it you heard it, Mr. Fisher?

Mr. FISHER: I did not hear it.

Mr. ROBICHAUD: Would you repeat the last question?

Mr. PICKERSGILL: I wonder if we could have that last sentence repeated, because there were some members who did not hear it.

Mr. JOHNSON: Do you want it amplified on a tape recording?

Mr. PICKERSGILL: I wonder if we could have silence so the witness can be allowed to repeat it, because many of us did not hear it.

The VICE CHAIRMAN: You can repeat it; there is no objection.

Mr. WALKER: Specific heads mentioned were Mr. Bushnell and Mr. Nowlan.

The VICE CHAIRMAN: Is that clear enough? Continue.

Mr. WALKER: Same date—I do not know what hour; rather late: I endeavoured to relay management's—Mr. Bushnell's position—to Mr. Peers, Mr. Gillis and Mr. Trotter, informing them, as I had been informed, that some of the Preview Commentary scripts had been offensive to certain people; and that it would appear that Mr. Bushnell, in his wisdom, had made a decision on his own in view of what seemed to be threats to the upper structure of the corporation.

Mr. Peers, Mr. Gillis and Mr. Trotter left me—that is, left my room—giving me the impression they had added up the information I had given them, and that Mr. Jennings previously had given them, as signs of some kind of serious outside interference; and that after consideration, they—that is, Mr. Peers, Mr. Gillis and Mr. Trotter—probably would regard the decision to drop Preview Commentary as unacceptable to them. I have in brackets here—“meaning their resignations.”

June 20, one o'clock: A group of senior Toronto officers asked me to join them in a special meeting to discuss the situation. They were now unanimous in pressing for more information. In the interests of the integrity of the corporation and—I honestly felt at that time and continue to feel—also in the interests of Mr. Bushnell, I did not feel bound to withhold the information



I had, and had to agree with them—that is, the senior officers reporting to me—that basic principles seemed to be involved, and I also agreed we must try to have a reversal of decision so that, if nothing else, the public and the press would not misunderstand.

June 21, two o'clock: Second meeting with senior officers was held, out of which came a prepared signed statement by the officers who met with me, to be delivered through me to Mr. Bushnell. The statement recognized—if I may interject here, I understand it was read during the meeting this morning.

The VICE CHAIRMAN: That is right.

Mr. WALKER: The statement recognized the rights of management, but questioned the decision in this case because of the appearance of—quote—external pressure—unquote.

Continuing June 21: I read the statement to Mr. Bushnell, and he agreed to meet with the group at 7:30 that night. Meeting turned out to be unfortunate because in trying to convince Mr. Bushnell the decision was wrong, in the opinion of the officers reporting to me, Mr. Bushnell strongly objected to the statement that had been prepared, to some of the questioning, and to certain of the people in attendance.

Same date: Mr. Bushnell talked to me in the privacy of my office—just a moment.

The VICE CHAIRMAN: Take your time.

Mr. WALKER: And informed me there was no possibility of reversal of decision, and he must go along with it or his job might be in jeopardy. I said, "In the circumstances, I doubt it"—that this could be possible.

June 22: A representative group of senior officers urged me to seek the advice of the president. I felt obliged to inform him of the serious situation which seemed to be developing in Toronto. I therefore phoned the president and urged him to phone Mr. Bushnell for background. It was quite apparent to me, in talking to the president, that this was the first that he had heard of this situation, which I identified as serious.

The next date is June 23, 2:45 a.m.: I was advised at home that resignations of senior talks people and possibly others would be handed in to me first thing in the morning.

The same date, June 23, Mr. Bushnell and others were kept informed of the resignations as they were handed in to me. Mr. Bushnell again advised me in the privacy of my office that the decision could not be changed. Mr. Bushnell also advised me that our board had been fully informed.

June 23, at approximately 5.30 p.m. Mr. Bushnell returned a phone call to our president at his home in the presence of myself and Mr. Jennings, from the Celebrity Club in Toronto, and informed the president that the decision was necessary, otherwise he and the president might both be removed from their jobs.

The CHAIRMAN: While you are gathering your thoughts, when Mr. Bushnell phoned from the Celebrity Club, that was the date that the committee was in Toronto?

Mr. WALKER: That is right.

June 24, in the morning: Mr. Jennings, Mr. Peter McDonald, director of our English language TV network, Mr. Hallman and myself were called before the special meeting of our board. Mr. Hallman acted as spokesman because his network responsibilities were directly affected.

Mr. Jennings advised us later that following this meeting, he was detained in the meeting after we left to fully inform the board of the situation. He said some members of our board have learned full details of the decision for the first time, or of the background for the decision for the first time.

That is all I have, Mr. Chairman.

Mr. BELL (*Carleton*): Were there any names at any time mentioned of any political figure or person of political connection who was bringing the pressure to bear?

Mr. WALKER: Not in my presence.

Mr. BELL (*Carleton*): At no time was any name mentioned in any of the conversations at which you were present?

Mr. WALKER: Not in my honest recollection.

Mr. BELL (*Carleton*): So that at all times you were operating on the basis of surmise and inference from what was said?

Mr. WALKER: I would choose to call it—you may be correct in identifying it that way—but I would choose to call it logic, by virtue of the fact that the corporation is in no position, obviously, to relieve Mr. Nowlan, of his position; and if I may continue, nor, as I understand it, is our president, who also presides over our board, nor the board itself in a position to relieve the vice president of his duties.

Mr. BELL (*Carleton*): What inference do you get from that statement?

Mr. WALKER: No inference at all. By logic I felt—and I imagine that our other senior officers felt that probably there must have been some kind of influence.

Mr. BELL (*Carleton*): Did you ever ask Mr. Bushnell, Mr. Ouimet, or Mr. Jennings from whom this alleged pressure was coming?

Mr. WALKER: No sir.

Mr. BELL (*Carleton*): Why not?

Mr. WALKER: I cannot answer. I do not know why. I did not feel there was any reason for my asking. I had been advised of what I chose to regard as a serious situation, and for reasons that I have recounted in my informal notes, I felt, in the interest of the corporation, I would pass it on to my senior officials. That was as far as I could go.

Mr. BELL (*Carleton*): You are on a basis of intimacy with Mr. Jennings and Mr. Bushnell?

Mr. WALKER: Indeed so.

Mr. BELL (*Carleton*): Therefore there would be no reason why you would not ask a question of that sort, and if you did so, it would not be considered as impertinent coming from you?

Mr. WALKER: Not at all.

Mr. BELL (*Carleton*): Have you any further reason to advance why you did not ask the question directly to either, as to who was the person involved?

Mr. WALKER: No sir; I had no reason to.

Mr. BELL (*Carleton*): You indicated that Mr. Bushnell told you that his head—I am sorry, Mr. Jennings told you that his head and that of Mr. Nowlan would roll, and that if Mr. Nowlan's head was to roll, presumably you never thought at any time that Mr. Nowlan was the political figure who was associated with these alleged influences?

Mr. WALKER: Not to my recollection no.

Mr. BELL (*Carleton*): So, in your mind at all times you would absolve Mr. Nowlan?

Mr. WALKER: Yes, I think I would.

Mr. BELL (*Carleton*): As to these impressions which you left, or which were left with you, first, on the 17th, when Mr. Bushnell spoke to you about these scripts, you said—I think your exact language was:



He left the impression that important protests had been made?

Would you please tell me the exact language that Mr. Bushnell used which conveyed that impression to your mind?

Mr. WALKER: I am sorry but I cannot recall the exact language. I think, if you will permit me to say so, that it is rather a difficult thing to do, to recall the exact language or the words used, when the event is now certainly a week old. I do not think I would like to attempt to guess at the exact words or the exact language.

As I have said, there was an impression created which led me to believe that there were important criticisms.

Mr. BELL (*Carleton*): Important criticisms? Would you try to give the committee, Mr. Walker, the closest you can recollect it, the language which was used by Mr. Bushnell on that occasion? I say to you frankly that I intend to test this by asking the same question of Mr. Bushnell on another occasion. I want to say that in fairness to you.

Mr. WALKER: I cannot add very much more to the notes which I have read associated with that particular date of my talk with Mr. Bushnell. There was a brief chat, extremely brief. It happened to be at the noon hour when I had just arrived. Mr. Bushnell was extremely busy. It was the briefest of chats in his office. And if I can recall anything, without using the exact words, he spent most of the time telling me that too many of the scripts had been slanted and had bias in them. I think that was about the extent of the discussion.

Mr. FISHER: Mr. Chairman, I have a question supplementary to that. You said you asked Mr. Bushnell to defer the decision, did you not?

Mr. WALKER: Yes.

Mr. FISHER: What did you have in mind?

Mr. WALKER: I had in mind that this was a bad decision. I must say this; and that with deferment perhaps we could understand a little better his reasoning in arriving at such a decision. I was also very conscious that in dropping this series of programs so quickly that perhaps—in my opinion anyway—the decision would be misunderstood by the public and most certainly misunderstood by the press.

The CHAIRMAN: Is your question another supplementary question, Mr. Fisher?

Mr. FISHER: It is on the same point. When you asked him if he would defer the decision was his negative answer immediate?

Mr. WALKER: A matter of seconds, I should say; yes.

Mr. FISHER: Later on the same day when Mr. Peers was asking you about it, you saw Mr. Jennings and again you said you had the impression from him an important protest had been made. Did you get exactly the same impression from Mr. Jennings that you got from Mr. Bushnell in so far as the type of person was concerned who made the protest, that is a very important person.

Mr. WALKER: I got a stronger impression, if I may say this, simply because Mr. Jennings seemed to be very disturbed, particularly disturbed that he was having to send this teletype, to which I have referred here, very clearly and very definitely directing that the Preview Commentary series be dropped. He seemed to be very disturbed. This gave me a very strong impression, as I did not have any other intimation, that surely there must be some kind of outside interference. This is the impression it gave me.

Mr. FISHER: Later on, when you telephoned Mr. Jennings you got this expression "heads were to roll". Are you certain that is the expression?

Mr. WALKER: If you will allow for the failings of an ordinary human—and I choose to regard myself as reasonably normal—it is difficult, especially in a situation that is very worrisome as this was to me, and many other officers, to recall. Personally, to the best of my honest recollection—and I have my notes here and I put this in quotes—he did say heads would roll, to the best of my recollection.

Mr. FISHER: He also told you at this time that in fact the program should have ended a week sooner?

Mr. WALKER: Yes. I think he endeavoured to convey to me that it was so important that in fact the direction, or decision, to drop the thing was intended to apply a week previous. What had delayed it I have no knowledge.

Mr. FISHER: I have one last question. I would like you to repeat that you heard from him that the specific heads that were to roll were Mr. Bushnell and Mr. Nowlan.

Mr. WALKER: Yes.

Mr. TAYLOR: When were your notes in that book prepared? Were they made to refresh your memory today, or were they prepared in diary form from day to day?

Mr. WALKER: I would say a combination of both, sir. I would say, in the main, my notes were made last night, but I had many notes accumulated from the date of June 15.

The CHAIRMAN: Do you ordinarily take notes of all conversations?

Mr. WALKER: No, I do not.

Mr. SMITH (*Calgary South*): I was going to question the witness more, but I do not think I will do so any further.

The CHAIRMAN: Are there any further questions of the witness?

Mr. CHAMBERS: I would like to make a motion that the witness now be excused and that we call Mr. Jennings.

Agreed.

The CHAIRMAN: Thank you very much, Mr. Walker. Mr. Jennings, please. It is not necessary to re-introduce Mr. Jennings. You all know him. Have you a statement, Mr. Jennings?

Mr. CHARLES JENNINGS (*Controller of Broadcasting*): Mr. Chairman and gentlemen, I have a statement which I wrote last Sunday.

On Thursday, June 11, I was instructed by Mr. Bushnell that the program Preview Commentary was to terminate as of Friday, the following week, June 19. I was told at that time I would be given an explanation shortly. Later, the explanation was given to me that both the president and acting president would lose their jobs if the program was not terminated and that the position of the minister would be in jeopardy, and that there could be no change in the decision.

The CHAIRMAN: Would you take it a little more slowly?

Mr. PICKERSGILL: Perhaps the right word would be dictation speed.

Mr. JENNINGS: In the light of our traditional policy of independence I protested what I felt would be the results of such an action and asked for an opportunity to consider a formula which might lessen the impact of the cancellation directive which I was advised was irrevocable. I submitted this in a statement that afternoon and was told that it was acceptable. This is the statement which Mr. Peers filed this morning with his statement.

On Monday, June 15, I saw Frank Peers in Ottawa, having arranged for him to come up on another matter. I opened my meeting by showing him the statement which had been prepared. He was upset and wanted to see the acting president. This was impossible because of various other matters which



Mr. Bushnell had to deal with at that time in connection with the parliamentary committee which was sitting the following morning.

Peers returned to Toronto on Monday night and, I presume, began to have discussions with his staff which culminated in Peers, Gillis and Trotter coming up to Ottawa by air late Wednesday night for a meeting with Mr. H. G. Walker, the director of the English network division, who was in Ottawa in connection with other matters.

Earlier on that Wednesday evening Mr. Walker telephoned me at my home to tell me there was great consternation amongst the talks staff in Toronto and to give me the information that these persons were coming to Ottawa. He begged me to give him some indication of the background to the decision, and I did so. I understand he met with Peers, Trotter and Gillis very late in his hotel room that same evening.

On Thursday morning June 18, Peers, Gillis and Trotter were still in Ottawa, but Mr. Bushnell was ill which prevented his attending the meeting of the parliamentary committee. When Peers, Trotter and Gillis returned to Toronto, I do not know, but it was impossible for Mr. Bushnell to see them while they were in Ottawa. While he had made every effort to come into the office, he was able to see no one except Mr. Dunsmore and myself, and we finally managed to get him to return to his summer home up the Gatineau.

On several occasions during the span between Thursday, June 11 and the following Wednesday, June 17, I had conversations with Mr. Bushnell in which we discussed the possibilities which might result from the implementation of the new program, Parliamentary Report, and I was told that under no circumstances could the decision be reversed. I had prepared a teletype directive some time on Monday or Tuesday and this was sent on Wednesday, the seventeenth.

The CHAIRMAN: Is there anything you want to add, Mr. Jennings, before Mr. Lambert asks his question.

Mr. LAMBERT: I would like to consider this first, Mr. Chairman, before I ask any questions.

The CHAIRMAN: Mr. Chambers, do you wish to ask a question?

Mr. CHAMBERS: I wanted to clarify a couple of points, particularly in regard to the beginning, where you were going fast. What date again were you instructed to cancel the program?

Mr. JENNINGS: Thursday, June 11.

Mr. CHAMBERS: And you were told an explanation would be coming later?

Mr. JENNINGS: Shortly, I said.

Mr. CHAMBERS: And when did this explanation come?

Mr. JENNINGS: About an hour later. The explanation was not given to me at that time because Mr. Bushnell was awaiting an appointment. He was outside his door.

Mr. CHAMBERS: What time of day was all this?

Mr. JENNINGS: I think around 12 o'clock roughly.

Mr. FISHER: You heard the statements made by Mr. Walker with regard to your telephone conversation in which he remembers you made a remark—quote—heads were to fall—unquote, and went on to indicate that would include Mr. Bushnell and Mr. Nowlan. Is it correct that in your view you gave him that impression?

Mr. JENNINGS: I certainly gave him that information, but I do not recognize that as a kind of expression I would use.

Mr. FISHER: Where did you get the information that Mr. Nowlan was involved with someone whose position was in jeopardy; was that from Mr. Bushnell?

Mr. JENNINGS: I am sorry; I think I made that clear in my opening remark. But I was instructed that the program Preview Commentary was to terminate, and so on. This was Mr. Bushnell; and later the explanation was given to me by Mr. Bushnell, and so on.

Mr. FISHER: Could I ask the same question that Mr. Bell was asking Mr. Walker. Did you question this at all and question the source of the pressure?

Mr. JENNINGS: At no time did Mr. Bushnell disclose or tell me the source which compelled him to take this action.

Mr. FISHER: Well, why did you not persist in trying to find out what the source of pressure was?

Mr. JENNINGS: Again, I do not know that I can answer that, Mr. Fisher. I had been given the information. It was quite a shock to me and I think I went away and tried to prepare this formula of which I spoke.

Mr. FISHER: You did not at any time disbelieve the statement?

Mr. JENNINGS: I will say that I wondered if I was hearing my own ears at first.

Mr. LAMBERT: Was any name or names ever given to you?

Mr. JENNINGS: No.

Mr. LAMBERT: Did you ever ask for any names?

Mr. JENNINGS: No, I did not.

Mr. PICKERSGILL: I have a supplementary question.

Mr. LAMBERT: Did you ask for an explanation of such a statement after you found it, as you say, rather strange?

Mr. JENNINGS: Not that I recall, Mr. Lambert. It was all rather a very strained time.

Mr. PICKERSGILL: I have a supplementary question.

The CHAIRMAN: Proceed.

Mr. PICKERSGILL: Mr. Jennings, did you consider that to have asked a question as to the source of the information would be redundant?

The CHAIRMAN: Would you repeat your question, Mr. Pickersgill.

Mr. PICKERSGILL: I asked him if he felt that to ask Mr. Bushnell for the source of the directive would be redundant.

Mr. JENNINGS: No, I did not think of that specifically; I am sorry, Mr. Pickersgill.

Mr. TAYLOR: I just wanted to go back to June 15. Mr. Peers had come to Ottawa for a specific purpose.

Mr. JENNINGS: Yes.

Mr. TAYLOR: And you then told him there was to be a change?

Mr. JENNINGS: Yes, I gave him a statement.

Mr. TAYLOR: Did you tell him then there was political interference?

Mr. JENNINGS: No, I did not.

Mr. TAYLOR: Well now, here was management making a decision to remove a program—

Mr. JENNINGS: Yes.

Mr. TAYLOR: Why would Mr. Peers run back to Toronto and get all these people together when an order had been given from management? If there



was no interference at that time, why would he cause that turmoil at that moment?

Mr. JENNINGS: I would think because he disagreed so completely with the logic of the decision that he would go back and discuss it with his people, as I assumed, in my statement.

Mr. TAYLOR: And at a later date he then found out through you and Mr. Walker that there was some political interference?

Mr. JENNINGS: Not through me.

Mr. TAYLOR: Through Mr. Walker?

The CHAIRMAN: The question was asked did he find out through you or Mr. Walker.

Mr. JENNINGS: I had no conversation with Mr. Peers following the meeting on Monday, June 15, and he referred to that in his statement this morning.

Mr. PICKERSGILL: Mr. Jennings, Mr. Peers did tell us this morning that on two or three occasions he communicated with you while he was in Ottawa, with a view to having a meeting with Mr. Bushnell.

Mr. JENNINGS: That is correct.

Mr. MCLEAVE: I was going to ask the witness if he would not agree with me that on occasions the acting president of the C.B.C. is capable of using very colourful language.

Mr. JENNINGS: I have known him a great many years, and I think on the odd occasion.

Mr. FISHER: Mr. Jennings, you can refuse to answer this question if you wish to do so. Did you at any time consider resigning, yourself, over this issue?

Mr. BELL (Carleton): I do not think this is a fair question.

The CHAIRMAN: You do not need to answer this question, Mr. Jennings, unless you wish to do so.

Mr. JENNINGS: I will not answer it then.

The CHAIRMAN: Are there any other questions, Mr. Fisher?

Mr. FISHER: No.

Mr. BELL (Carleton): Could we now call Mr. Bushnell?

The CHAIRMAN: Is that agreed?

Agreed.

The CHAIRMAN: Mr. Bushnell, please. Gentlemen, this is Mr. Bushnell; I do not need to re-introduce him. Mr. Bushnell, have you a short statement you wish to read.

Mr. ERNEST BUSHNELL (*Acting President, Canadian Broadcasting Corporation*): I have, Mr. Chairman. I want to say, as simply and directly as possible, that never at any time has an order or a directive been given to me, or to my president, Mr. Ouimet, by the Honourable Mr. George Nowlan or by any member of parliament, or by anyone else who could be said to wield political influence.

I have included Mr. Ouimet in this statement with his full knowledge and consent.

It has been alleged that the management of the corporation has taken into account the criticisms and differences of opinion that from time to time are expressed by members of parliament, either privately or publicly.

To close an ear completely to criticism, regardless of its source, would in my view clearly indicate irresponsibility on the part of management.

To give criticism from any source more weight than it appears to the corporation to deserve legitimately would again, in my view, be a clear indication of irresponsibility.

Now, so much for generalities. Why then did I choose to change this particular program Preview Commentary and substitute one format for another? Because it seemed to me that it had somehow changed from the original intention and was not doing as good a job. Having made up my mind, I moved quickly to substitute a factual news report of the Ottawa scene.

Now, Mr. Chairman, I am afraid I shall have to agree that my sense of timing—which is all-important in radio—was perhaps a little faulty. I have been a busy man for the last six months and, as you know, we have had a rapid sequence of shocks and strains lately, and here was one situation that I thought was in my power to correct immediately. I did my duty as I saw it, having regard to all the circumstances. This, Mr. Chairman, is the truth, and the simple explanation.

The CHAIRMAN: Thank you.

Mr. PICKERSGILL: I would like to ask Mr. Bushnell—

The CHAIRMAN: I wonder, Mr. Pickersgill, whether you could stand, or speak louder—one or the other?

Mr. PICKERSGILL: I would be very glad to stand. I would like to ask Mr. Bushnell whether the Prime Minister spoke to him about this program at any time, formally or informally?

Mr. BUSHNELL: No, sir, never. I have not spoken to the Prime Minister—had the honour of speaking to him in two years.

Mr. PICKERSGILL: Might I ask Mr. Bushnell one other question? Did anyone purporting to speak on behalf of the Prime Minister speak to you about this program at any time?

The CHAIRMAN: What exactly do you mean by that, Mr. Pickersgill?

Mr. PICKERSGILL: Anyone who represented himself as speaking on behalf of the Prime Minister?

The CHAIRMAN: Who could that be?

Mr. PICKERSGILL: I prefer to ask my own questions, if the Chair will permit.

The CHAIRMAN: And I would prefer that you do not need to answer it, Mr. Bushnell, unless he gets down to cases—so we have an impasse on that. Would you like to change your question, Mr. Pickersgill?

Mr. PICKERSGILL: No, I will not change my question, Mr. Chairman.

The CHAIRMAN: Do you wish to answer it, Mr. Bushnell?

Mr. BUSHNELL: I think you will have to clarify for me what you mean by "purporting".

Mr. PICKERSGILL: I will be very happy to do that, and do it in the words I used the second time—anyone who represented himself to you as speaking on behalf of the Prime Minister?

Mr. BUSHNELL: No. Let me qualify that. As representing himself as speaking on behalf of the Prime Minister?

Mr. PICKERSGILL: Yes.

Mr. BUSHNELL: No.

Mr. PICKERSGILL: Did anyone representing himself as conveying views held by the Prime Minister speak to you about this program?

Mr. BUSHNELL: No, they did not.

Mr. PICKERSGILL: That is all the questions I have.

The CHAIRMAN: Thank you, Mr. Pickersgill.



Mr. BRASSARD (*Lapointe*): I wonder if I heard Mr. Bushnell correctly when he said in the first sentence of this statement—when he used the word “order”? I wonder if I could ask him a question? Was he given any hint or any suggestion by a minister of the crown that this program should be dropped?

Mr. BUSHNELL: No, sir.

Mr. FISHER: Mr. Bushnell, the question I think we are all very interested in knowing is, how Mr. Jennings got the impression—which was passed on to Mr. Walker, which later got down to the three people that were called here today—that, in the slang phrase that Mr. Walker used, “heads will roll”?

Mr. BUSHNELL: Mr. Fisher, as Mr. Jennings said, he could not confirm that I actually used those terms. I did.

Mr. FISHER: You did use those terms?

Mr. BUSHNELL: Yes.

Mr. FISHER: Why?

Mr. BUSHNELL: This matter has a rather long association. No heads were going to roll because of the cancellation of this program, but I think you will agree that it has been stated by newspapers—I have heard it said that such a statement has been made, if you like, by members of political parties, and I felt convinced that with this rather tragic series of unfortunate circumstances that we have had in the last six months, that if we did not pull up our socks, certainly somebody's head would roll—and quite properly.

Mr. FISHER: Mr. Bushnell, do you mean that the atmosphere was such at this particular stage when you made this decision that you felt your job and that of Mr. Ouimet were in jeopardy?

Mr. BUSHNELL: Rightly or wrongly, it could have been; and I think I felt that way.

Mr. FISHER: If your job was in jeopardy, where would the threat come from?

Mr. BUSHNELL: The threat, if you like, would—might have come from many different places.

Mr. FISHER: Did you ever at any time discuss this particular atmosphere, or situation, with Mr. Nowlan?

Mr. BUSHNELL: Yes.

Mr. FISHER: What advice did he give you?

Mr. BUSHNELL: I think you have used the right word, Mr. Fisher.

The CHAIRMAN: Mr. Fisher usually does.

Mr. BUSHNELL: In my position in the last six months—and prior to that, after the appointment of Mr. Ouimet and myself, we have had occasion to discuss matters with Mr. Nowlan, and—in my judgment—quite rightly.

Mr. Nowlan has intimated from time to time some of the things that he—how shall I put it?—that he felt were not being properly administered.

Mr. FISHER: You saw this question as, not one of principle but one of administration?

Mr. BUSHNELL: I do not—

Mr. FISHER: I mean, the question of Preview Commentary?

Mr. BUSHNELL: Yes.

Mr. SMITH (*Calgary South*): Mr. Chairman, may I ask Mr. Bushnell a supplementary question to this? You have stated, Mr. Bushnell, that you saw good reason—that you have indicated to the committee—for the removal of this particular program, Preview Commentary. May I, then, ask you whether

or not these threats—which you have also made some reference to, but had some difficulty to identify the source of these threats—whether they were actually real, or imaginary?

Otherwise, was there any suggestion on your part that this could be used as a pry to obtain the end which you desired in changing this program for the reasons you have indicated?

Mr. BUSHNELL: No; I came to the decision to substitute this commentary for another by myself, and no other.

Mr. SMITH (*Calgary South*): I understand that, Mr. Bushnell. The point I am making is: in convincing your colleagues that this should also be done, as a second portion—if I may use the expression—of your argument, was there any suggestion by you indicating that there had been these threats, that this was purely a selling feature for them, rather than factual?

Mr. BUSHNELL: It was reasonably factual.

Mr. McINTOSH: Mr. Chairman, I have a supplementary question. Mr. Bushnell, you as acting manager of C.B.C.—did you consider any of the later Preview Commentary programs were not factual reports?

Mr. BUSHNELL: Yes.

Mr. McINTOSH: When you started this series of programs was it your intention, or the intention of the board, that Preview Commentary would be factually reported?

Mr. BUSHNELL: I should say, sir, that all reports should not only be factual but objective.

Mr. McINTOSH: Would you care to tell the committee, Mr. Bushnell, which showings—on what dates did you consider Preview Commentary was not reported factually?

Mr. BUSHNELL: I would not care to do so.

Mr. McINTOSH: In your opinion, when did they start not to be factual?

Mr. BUSHNELL: I must admit that having had a rather busy time, this matter was not brought to my attention until some time, I should think, around the first of the year. And, then again, I felt we had quite responsible people who would be looking after this; and I should think it would be about a month ago that I began to ask for the scripts. It is my personal view—and I think it is only fair to add that a review of the scripts that were read by Mr. Jennings and by Mr. MacArthur, who was our former chief news editor, they found that some of the scripts, at least, were not what the C.B.C. might ordinarily expect them to be.

Mr. McINTOSH: Mr. Bushnell, on your staff whose responsibility was it for seeing they were factual, before it came to you, as chairman?

Mr. BUSHNELL: You might have to go quite a long way back. I think the primary responsibility rests here in Ottawa. Then I am aware of the fact—

Mr. McINTOSH: Who do you mean by “here in Ottawa”?

Mr. BUSHNELL: A producer of the talks and public affairs department.

Mr. McINTOSH: But anyone who has appeared here as a witness today?

Mr. BUSHNELL: I would hesitate to correct what I thought Mr. Peers said. I was certainly under the impression that these scripts were sent back to Toronto. Now, it may not have been so. He may only have heard the broadcasts.

Mr. McINTOSH: Who do you mean by “he”?

Mr. BUSHNELL: Mr. Peers. But I would have to have Mr. Peers confirm that himself. The responsibility goes from the producer in Ottawa to Mr.



Peers in Toronto, or to someone to whom he has delegated that responsibility. Then, as a matter of organization, the responsibility for policy of programming is that, ultimately, of Mr. Jennings, and Mr. Jennings reporting to management.

The CHAIRMAN: Mr. McIntosh, you broke in on a supplementary question. I am trying to be fair, but we are not being fair to Mr. Fisher; and I will come back to you later. Mr. Fisher?

Mr. FISHER: I have to go into what Mr. McIntosh has elicited. What is your conception of a reporting job, if you conceive that as a factual report?

Mr. BUSHNELL: I think that a factual report should be one in which all sides of a particular situation should be brought out.

Mr. FISHER: Mr. Bushnell, we have a 3½ minute program, with parliament with a very busy day and very busy schedule. Would you agree there is a selection of fact and issues? Would you agree that a selection of facts and issues is forced upon anyone doing the job?

Mr. BUSHNELL: I would not disagree with that.

Mr. FISHER: So that, in effect, this straight, factual report covering parliament's day, in the circumstances, is almost impossible?

Mr. BUSHNELL: That is the way I felt about it personally.

Mr. FISHER: Is that your reason for dropping it, because it is impossible to have a factual report? If that is so, what was the original idea of having newspaper men at all?

Mr. BUSHNELL: Again, Mr. Fisher, I must tell you that when this program was started I assumed it would be factual, even in the short period of time that was given to it; and that it could, at least, in that brief period of time reflect one, two or three, or, indeed maybe more, of the highlights of what had happened in parliament the day before.

No other thinking—it could have been faulty, on reflection, and I am not casting any aspersions on the many fine correspondents we have in the press gallery—is this: here is someone who is given the job of reporting, in a very short time, it is true, and he has the job to go home at night, probably tired—and why he would not be I would not know—and think of what he is going to say in the morning, or punch it out on his typewriter that night. Then he has to go to the studio and be there at approximately 7:30 in the morning, at which time the producer is supposed to review the script with him. I do not think it is fair to ask people to do that. I felt that inasmuch as we were getting quite a volume of material through the normal press services, that a wider selection, without opinion, immediately following our news broadcast in the morning, would reflect, as far as the public is concerned—or “reflect” is not the word I want—would give the public of—not all of Canada, because this does not go everywhere, but in those areas in which it was broadcast, a better idea of what going on in parliament.

Mr. FISHER: Going back—

The CHAIRMAN: Might I suggest, Mr. Fisher, that this line of questioning is out of order. We are questioning management and why he made a decision. I cannot—

Mr. FISHER: Exactly.

The CHAIRMAN: I cannot see this has anything to do with the motion. You know what the motion was, and there is no use reading it again. We have the evidence from Mr. Bushnell on that motion. Are there any other questions on the motion?

Mr. FISHER: Yes. Why did not Mr. Bushnell consult with Mr. Peers on this thing? You have a diverging explanation. Why did you not consult with Mr. Peers on it, or with Mr. Jennings?

Mr. BUSHNELL: Mr. Fisher, maybe I should have. I was not trying to avoid Mr. Peers when he was down here. I saw Mr. Peers standing outside Parliament; and Mr. Jennings, I think, made one slight error in dates. He can correct me if I am wrong, but I think I saw Mr. Peers at this parliamentary committee on Tuesday. It could have been Thursday—no, certainly it was not Thursday because I was sick.

Mr. FISHER: You gave Mr. Jennings, and so Mr. Walker, the impression that the two jobs where in jeopardy, is that correct?

Mr. BUSHNELL: Unfortunately, they took it that way.

The CHAIRMAN: Mr. McIntosh, you have question on the motion?

Mr. MCINTOSH: Yes, I have some questions, to follow on the line I used before. Mr. Bushnell, you said that back as far as January 1 you stated that you became aware that preview commentary was not factual, and the thought was going through your mind at that time you would change it or cancel it. Did you intimate to Mr. Peers either by letter or by word of mouth what your thoughts were on this matter?

Mr. BUSHNELL: No.

Mr. MCINTOSH: Prior to what date?

Mr. BUSHNELL: Prior to the date, I think, when Mr. Jennings sent him a teletype.

Mr. MCINTOSH: Was there any other way by which he would know what your thoughts were on this program?

Mr. BUSHNELL: Not that I am aware of.

Mr. MCINTOSH: Did any of the other directors know of your thoughts about the program prior to that time?

Mr. BUSHNELL: By directors, do you mean the directors of my board?

Mr. MCINTOSH: Yes.

Mr. BUSHNELL: I do not know that they knew of my thoughts; but I think it is only fair to say that the board had drawn to my attention on more than one occasion the whole question of factual, objective, and responsible commentaries. The board, as you know, comes from many sections of this country, and they are a new board.

The CHAIRMAN: Excuse me, but again I cannot see where this has anything to do with the motion whatsoever.

Did you have any question on the motion, Mr. McIntosh or Mr. Taylor?

Mr. PICKERSGILL: I have been trying to catch your eye a dozen times.

The CHAIRMAN: Oh, I did not see it. I am sorry.

Mr. TAYLOR: Mr. Bushnell says there was no political interference. His associates felt, or were led to believe, that there was. Apparently there was a very short discussion with Mr. Jennings about dropping the program, and giving reasons for dropping the program, and there were probably rumors of resistance, or statements made that there was political interference. Would it not have been wise at that time to scotch those rumors with your associates by calling them together?

Mr. BUSHNELL: Yes.

Mr. TAYLOR: Would it not have been wise to call them in and to put an end to it by selling them on it?



Mr. BUSHNELL: Yes.

Mr. TAYLOR: And as a second point, it would appear that they were chasing management to get a conference, but they could not seem to accomplish it.

Mr. BUSHNELL: I have admitted my guilt.

Mr. TAYLOR: Yes, and I think very fairly.

Mr. PICKERSGILL: My question is this: was the decision which he said he made because he thought the program was bad, or because he felt that the program was displeasing to the government?

Mr. BUSHNELL: I made the decision because I felt that the program in itself was not as good as it should be, and I have reason to believe that it was displeasing a great many people; and reports that came back to me through my board and through my association with certain businessmen—if you like—and certain others, such as school-teachers indicated to me clearly that this program was not achieving what I thought it had been created to achieve.

Mr. PICKERSGILL: I have a second question. Mr. Bushnell agreed with Mr. Fisher that he had used the right word when he used the word "advice" about the discussion between Mr. Nowlan and Mr. Bushnell. I therefore use that word. Did you at any time receive any advice from Mr. Nowlan that this program was displeasing to the government or to anyone in the government?

Mr. BUSHNELL: You ask if I received any advice from him?

Mr. PICKERSGILL: Yes.

Mr. BUSHNELL: No.

Mr. PICKERSGILL: Was there any suggestion from him, or did he convey in any way to you the notion of the feeling that this program was displeasing to the government or to anyone in the government.

Mr. BUSHNELL: He conveyed to me the impression that several programs had displeased a great many people in the government and elsewhere.

Mr. PICKERSGILL: I have one final question. This is a question which, if Mr. Bushnell does not want to answer it, I shall not press.

The CHAIRMAN: Very well.

Mr. PICKERSGILL: How did you think that Mr. Jennings got the impression that Mr. Nowlan's head might roll?

The CHAIRMAN: Do you wish to answer that question?

Mr. BUSHNELL: I would prefer not to.

Mr. PICKERSGILL: All right.

Mr. SMITH (Calgary South): We have an opportunity of course to sit again later on. On the other hand we have the pending arrival of Her Majesty the Queen so I suggest that you give us an indication of the time of adjournment.

The CHAIRMAN: I think we are practically through with Mr. Bushnell.

Mr. BRASSARD: I would like to ask one more question. Mr. Bushnell has just told Mr. Pickersgill that in the discussion between himself and Mr. Nowlan that the latter conveyed to him the impression that many programs were displeasing to a great many people. I wonder if that precise program, Preview Commentary, had been mentioned during that discussion?

Mr. BUSHNELL: I could not truthfully answer that.

Mr. FISHER: Mr. Walker reported on a telephone conversation that went from the Celebrity Club in which you spoke to Mr. Ouimet. Is it true that in that telephone conversation as reported in substance by Mr. Walker, that

you told Mr. Ouimet that if the program did not go, your job and his job were in jeopardy?

Mr. BUSHNELL: Inasmuch as there were two witnesses there, Mr. Jennings and Mr. Walker, I do not think I could categorically deny that. But what I did say, or what I was trying to get at was this: that if, generally speaking, something was not done to correct some of the errors of our ways, that that could be a possibility.

Mr. FISHER: What errors of your ways?

Mr. BUSHNELL: I think you have probably heard enough of them.

Mr. FISHER: Go ahead.

Mr. BELL (*Carleton*): This particular conversation took place after there had been some thirty resignations; did it not?

Mr. BUSHNELL: Yes; I think that is true. My memory on dates is not too clear. However, it was on the day that the committee met in Toronto.

Mr. FISHER: Mr. Chairman, the motion by which we brought these three men before the committee was that they were invited to present evidence on the charge of clandestine political influence. Can you now understand why they made that charge?

Mr. BUSHNELL: No; I cannot, Mr. Fisher. I think probably we might as well have a definition of "clandestine":

... conducted with secrecy by design usually for an evil purpose.

The CHAIRMAN: Or illicit.

Mr. BUSHNELL: That I have never done.

Mr. FISHER: Would you agree, Mr. Bushnell, that these three persons by their resignations put themselves in a very serious position?

The CHAIRMAN: Do you want his opinion on this?

Mr. FISHER: Yes.

Mr. BUSHNELL: Well, for what my opinion is worth, I think in the light of events, maybe they felt that that was the only course of action open to them.

Mr. FISHER: In the evidence we have had from Mr. Walker and Mr. Jennings the indications are that they relayed to these persons the idea that there was political influence brought to bear. Do you agree that they could have taken that quite honestly from what was relayed to them?

Mr. BUSHNELL: They might have.

Mr. TAYLOR: When you first heard from your employees that they were under the impression there was political interference did you try to communicate to them what the real circumstances were?

Mr. BUSHNELL: I am sorry.

The CHAIRMAN: You will have to repeat it. Would you stand up so that we can hear you.

Mr. TAYLOR: When you first heard that your associates were under the belief there was political interference, did you then make an effort to take them into your confidence in order to explain the true situation?

The CHAIRMAN: I think he has already answered that. He admitted he did not.

Mr. FLYNN: Mr. Bushnell, could the threats you referred to be the views expressed generally that the C.B.C. was not as objective as it should be and the views expressed strongly in the press, parliament and this committee, and elsewhere; is that it? The general desire that the C.B.C. should be more objective.



Mr. BUSHNELL: Yes.

Mr. FLYNN: And it is in this view that you wanted to change this program.

Mr. BUSHNELL: Yes.

Mr. FLYNN: Do you not think there was a reaction within the C.B.C. personnel against any change of policy?

Mr. BUSHNELL: I think that is obvious. Mr. Chairman, with your permission I want to put one short sentence on the record. So long as I hold my present position I shall continue to uphold and apply the principles of free speech and responsible reporting of public issues.

The CHAIRMAN: Do I hear a motion to adjourn?

Mr. PICKERSGILL: Before there is a motion to adjourn, I would like to understand whether or not these hearings are over?

The CHAIRMAN: I would suggest that the hearings with these witnesses are over and that on Thursday morning we reconvene at 9.30 in our regular room 112N, at which time we will go back to our agenda with the C.B.C.

Mr. PICKERSGILL: I would like to record my formal dissent from that decision.

The CHAIRMAN: Did I hear a motion. Mr. Chambers.

Mr. PICKERSGILL: Mr. Chairman—

The CHAIRMAN: A motion to adjourn is not debatable.

Mr. PICKERSGILL: Who made the motion?

The CHAIRMAN: I said Mr. Chambers made the motion and Mr. McGrath seconded it.

Mr. PICKERSGILL: Then I will comply with it.

Mr. FISHER: In what position are we leaving these three men?

Mr. PICKERSGILL: Exactly.

—The committee adjourned.

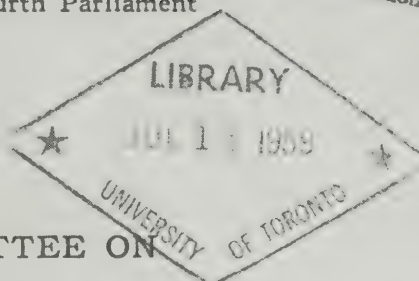




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HOUSE OF COMMONS  
Second Session—Twenty-fourth Parliament  
1959

Government  
Publications



SPECIAL COMMITTEE ON  
**BROADCASTING**

*Chairman: G. E. HALPENNY, Esq.*

MINUTES OF PROCEEDINGS AND EVIDENCE

No. 17

THURSDAY, JULY 2, 1959

CANADIAN BROADCASTING CORPORATION

WITNESS:

The Honourable George Nowlan, Minister of National Revenue.

THE QUEEN'S PRINTER AND CONTROLLER OF STATIONERY  
OTTAWA, 1959

SPECIAL COMMITTEE ON BROADCASTING

Chairman: G. E. Halpenny, Esq.,

Vice-Chairman: J. Flynn, Esq.,

and Messrs.

Miss Aitken,  
R. A. Bell (*Carleton*),  
Tom Bell (*Saint John-  
Albert*),  
Brassard (*Lapointe*),  
Mrs. Casselman,  
Chambers,  
Dorion,  
Eudes,  
Fairfield,  
Fisher,  
Forgie,

Fortin,  
Johnson,  
Kucherepa,  
Lambert,  
Macquarrie,  
Mitchell,  
Morris,  
Muir (*Lisgar*),  
McCleave,  
McGrath,  
McIntosh,  
McQuillan,

Nowlan,  
Paul,  
Pickersgill,  
Pratt,  
Richard (*Ottawa East*),  
Robichaud,  
Simpson,  
Smith (*Calgary South*),  
Smith (*Simcoe North*),  
Taylor,  
Tremblay.

J. E. O'Connor,  
Clerk of the Committee.



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## MINUTES OF PROCEEDINGS

THURSDAY, July 2, 1959.

The Special Committee on Broadcasting met at 9.30 a.m. this day. The Chairman, Mr. Halpenny, presided.

*Members present:* Miss Aitken, Messrs. Bell (*Carleton*), Bell (*Saint John-Albert*), Brassard (*Lapointe*), Mrs. Casselman, Messrs. Chambers, Dorion, Fisher, Flynn, Fortin, Halpenny, Johnson, Kucherepa, Lambert, Morris, Muir, (*Lisgar*), McCleave, McGrath, McIntosh, McQuillan, Nowlan, Pickersgill, Paul, Richard (*Ottawa East*), Robichaud, Smith (*Calgary South*), Taylor and Tremblay. (28)

*In attendance:* Mr. Charles Jennings, Controller of Broadcasting, Canadian Broadcasting Corporation, assisted by Messrs. M. Henderson, Comptroller; J. P. Gilmore, Controller of Operations; Marcel Carter, Controller of Management Planning and Development; Marcel Ouimet, Deputy Controller of Broadcasting; R. C. Fraser, Director of Public Relations; R. E. Keddy, Director of Organization; J. J. Trainor, Assistant to Director of Audience Research; Barry MacDonald, Secretary, Board of Directors; and J. A. Halbert, Assistant Secretary, Board of Directors.

The Chairman observed the presence of quorum and read into the record a letter dated June 30th received from Mr. Barry MacDonald, Secretary to the Board of Directors, Canadian Broadcasting Corporation, to which was attached a statement by the Board urging the reconsideration of the Committee's Order of June 2nd for the production of certain information concerning television costs.

Mr. Pickersgill raised a point of order relating to meetings of the Committee and Sub-committee on Agenda and Procedure on Tuesday, June 30th.

Moved by Mr. Pickersgill, seconded by Mr. Robichaud,

*That*, "The Committee invite Mr. W. L. Morton of the Board of Directors and Mr. Hallman, Director of English Radio Networks to appear before the Committee at the earliest possible date to give evidence on the matter which was before the Committee on June 30th."

and debate arising, at 11.00 a.m. the Committee recessed in order that members might attend the opening of this day's sitting in the House of Commons.

At 11.30 a.m. the Committee reconvened and following further debate Mr. Pickersgill's motion was resolved in the negative, NAYS: 16; YEAS: 5.

On motion of Mr. Fisher, seconded by Mr. Robichaud,

*Resolved*,—That Mr. Nowlan be invited to come and inform the Committee on the "advice" he gave Mr. Bushnell on programming.

The Committee then turned to further consideration of the letter and statement received from the Board of Directors of the Corporation.

Mr. Fisher moved, seconded by Mr. Robichaud,

*That*, the request for financial figures on T.V. programming be referred to the House of Commons for decision.

The Chairman ruled the motion out of order on the grounds that the Committee had been empowered to send for persons, papers and records, and that the adoption of such a motion would be an evasion of the Committee's responsibilities.

Mr. McCleave, seconded by Mr. Smith (*Calgary South*), moved,

*That* the Committee is of the opinion no new reasons have been advanced by the C.B.C. Board of Directors that the Committee should change its original decision, and that their formal request be rejected.

Following discussion Mr. McCleave, by leave, withdrew the motion.

On motion of Mr. Bell (*Saint John-Albert*), seconded by Mr. Smith (*Calgary South*),

*Resolved*, That the letter and statement from the Board of Directors, previously identified, be filed.

At 12.40 p.m. the Committee adjourned to meet again at 3.15 p.m. this day.

#### AFTERNOON SITTING

The Special Committee on Broadcasting reconvened at 3.15 p.m. this day. The Chairman, Mr. Halpenny, presided.

*Members present*: Miss Aitken, Messrs. Bell (*Carleton*), Bell (*Saint John-Albert*), Brassard (*Lapointe*), Mrs. Casselman, Messrs. Chambers, Dorion, Fisher, Flynn, Fortin, Halpenny, Johnson, Kucherepa, Lambert, Mitchell, Muir (*Lisgar*), McCleave, McGrath, McIntosh, Pickersgill, Robichaud, Smith (*Calgary South*), Taylor and Tremblay. (24)

*In attendance*: The same witnesses from the Canadian Broadcasting Corporation as appeared at the morning sitting.

The Chairman read to the Committee the motion adopted at this morning's sitting, calling for the invitation of Mr. Nowlan to attend the Committee's sitting.

Mr. Nowlan was introduced, questioned by members of the Committee, thanked and retired.

Pursuant to the Committee's motion of June 2nd concerning the tabling of costs of television productions, cost sheets relating to the first week of March, 1959 on the English network, and the fourth week of March on the French network, were tabled and copies distributed to members.

*Agreed*, That answers to questions asked by Messrs. Dorion, Smith (*Calgary South*) and McCleave on June 18th and June 19th be included as appendices to this day's Minutes of Proceedings and Evidence.

At 4.10 p.m. the Committee adjourned to meet again at 9.30 a.m. on Tuesday, July 7th, 1959.

J. E. O'Connor,  
Clerk of the Committee.



NOTE: Text of the Proceedings recorded in the French language appears immediately following this day's Evidence.

REMARQUE: Le texte des témoignages recueillis en français figure immédiatement à la suite du compte rendu des délibérations de la séance d'aujourd'hui.

## EVIDENCE

THURSDAY, July 2, 1959.  
9.30 a.m.

The CHAIRMAN: Gentlemen, we have a quorum.

Mr. PICKERSGILL: Mr. Chairman, I rise—

The CHAIRMAN: Just a moment, please, Mr. Pickersgill; I have a letter in which I think you would be very, very interested. It is over the signature of Mr. Barry MacDonald, Secretary of the Board of Directors of the C.B.C. It is dated June 30, 1959 and addressed to myself.

Dear Mr. Halpenny:

On June 2nd last the parliamentary committee on broadcasting, by committee vote, instructed the corporation to submit detailed costs for all C.B.C. network television programs for a period of one month. In the case of commercial programs this was to include the amount of recovery from the sponsor. The required material for the first week of the month in question is now ready for submission to the committee.

The board of directors, at its regular meeting last week, reviewed this matter and expressed grave concern at the possible effect upon the corporation's future commercial operations of the publication of the requested information. Accordingly, the board wishes to make a formal request that the committee reconsider its decision, at least in so far as publication and public consideration of the information in question is concerned.

A statement setting forth the carefully considered views of the corporation as to the disadvantage of making the required information public is attached. The corporation will, of course, follow the wishes of the committee but it asks that the possible consequences of this committee action be considered again before a final step is taken.

Yours sincerely,  
(Sgd) Barry MacDonald  
Secretary—Board of Directors

Now, gentlemen, the statement reads:

The corporation's stated policy, endorsed—

Mr. PICKERSGILL: Mr. Chairman, I am rising to a point of order.

The CHAIRMAN: Yes, your point of order.

Mr. PICKERSGILL: My point of order is this, Mr. Chairman, that at the meeting of the steering committee which was held prior to the last meeting of this committee certain decisions were taken, and my point of order is that this

decision taken by the steering committee unanimously, which the chairman undertook to carry out, was not carried out and the discussion by the committee was choked off by the chairman asking for a motion to adjourn, getting a motion to adjourn from the supporters of the government, and thereby preventing debate on the point that the chairman himself had made. It seems to me that now that there is no motion preventing us from speaking before the committee, that I should be allowed to point out that we believe we have the right to have the decision of the steering committee carried out.

The CHAIRMAN: Mr. Pickersgill, do you not think that you could hold that until I read the statement?

Mr. PICKERSGILL: I am prepared to do that, Mr. Chairman, if you will hear me afterwards.

The CHAIRMAN: By all means, and then we can come back to your point of order.

The statement reads:

The corporation's stated policy, endorsed by parliament and the Royal Commission on Broadcasting 1957, is to invite sponsorship of live Canadian programs.

While in the main advertisers use television to carry advertising messages for their product, as efficiently and economically as possible, there are some Canadian advertisers who, as a matter of public relations, wish to be associated with programs produced in Canada.

It has been recognized that with the exception of a few, less elaborate types of production, the full cost of television programs cannot be recovered from sponsors.

The sale of C.B.C. live produced programs at the highest price that the market will bear, but at less than full cost, can however be misinterpreted as a subsidy, by the corporation to an advertiser. Seen purely from the point of view of corporation expenditure and income, the C.B.C.'s dealings with major sponsors of live programs will invariably present a picture of deficit. Conversely, in its dealings with competitive advertisers who sponsor imported programs, the corporation's books show a profit. This is true of almost every field: we have deficit dealings with one automotive manufacturer and profitable dealings with his chief competitor. The same applies to electrical, soap, food and other industries.

The publication of these figures may thus result in unfavourable publicity for the firms sponsoring live programs, as to an uninformed public it will appear that the corporation favours these advertisers over their competitors.

In so far as the sponsor of a live program is maintaining a relationship with the corporation, in accordance with the corporation's established policies, such a sponsor may reasonably expect the corporation to resist the publication of his financial relationship with the corporation in a manner or context which could harm his prestige before the public, or with a competitor in the same field.

Additionally, the publication of such figures will make sponsors generally more reluctant to become associated with live programs with the attendant possibility of similar unfavourable publicity in the future.

Now, ladies and gentlemen, I feel that this is a very serious matter.

Mr. SMITH (*Calgary South*): Mr. Chairman, may I—

Mr. PICKERSGILL: Has the reading of the statement been completed, Mr. Chairman?

The CHAIRMAN: Yes, Mr. Pickersgill, you are on a point of order.



Mr. PICKERSGILL: My point of order is that the steering committee made a decision, which I will briefly recall, and if the chairman wants to dissent he can interrupt me.

At the meeting held during the luncheon adjournment on Tuesday our decision was that we would hear Mr. Walker, Mr. Hallman, Mr. Jennings and Mr. Bushnell, and then we would hear again, if any member of the committee desired to do so, the three witnesses who were invited to appear originally. Now, it will be recalled that we did not hear Mr. Hallman at all.

The CHAIRMAN: Because there was a motion from the floor at that time, if I might interrupt, there was a motion to call Mr. Jennings at that time and you agreed to the motion.

Mr. PICKERSGILL: Oh yes, I did not dissent, but it never occurred to me and I do not think it would have occurred to any reasonable person that in calling Mr. Jennings we were excluding the possibility of calling Mr. Hallman. It never occurred to me there was any particular sanctity about the order in which they were to be called. I had certain questions I wanted to put to Mr. Hallman and I understood, according to the decision of the steering committee, that I would have that right. I am sure other members felt the same way.

In so far as Mr. Bushnell is concerned, I admit—and I am still of this view—I had no more questions to ask that day. In fact, personally I do not think there is any more useful testimony to be got from Mr. Bushnell; but, that is my personal opinion. However, I do know, because they have spoken to me, that there are other members of the committee who at the time the adjournment took place still wished to ask questions, which I think any reasonable person would say were completely relevant.

The CHAIRMAN: Are you referring to members of the press or to members of the committee?

Mr. PICKERSGILL: To members of the committee.

Mr. BELL (*Saint John-Albert*): Why did they not say so?

Mr. PICKERSGILL: Because we were told that a motion to adjourn was not debatable.

The CHAIRMAN: The Queen was arriving at that time.

Mr. PICKERSGILL: That was at twenty minutes to five; I looked at the clock. The Queen arrived about ten minutes after seven. She was not due until a quarter to seven. Whatever else we may say about this matter, to introduce so feeble an excuse as that—after all, it is one of the traditions of parliament that parliament does not interrupt its business for royalty, and if you go back to Charles I, you will see that is the basic principle.

An hon. MEMBER: Do not be ridiculous.

Mr. PICKERSGILL: I am not being ridiculous. I am replying to the ridiculous statement that was made and I do not want to pursue that further because it seems irrelevant. My view is that we should resume. I admit we cannot do it immediately this morning, because the witnesses are not here—but at the next meeting of the committee we should resume and we should have in attendance the people who were in attendance on Tuesday, and in that way should complete the inquiry that was interrupted in the arbitrary way in which it was interrupted on Tuesday; and certainly we should hear Mr. Hallman, whom several of us want to question, and that we should have the possibility of having Mr. Peers appear before us again, if any member wants him.

Mr. BELL (*Carleton*): Does anybody?

Mr. PICKERSGILL: That can be found out. This point of order I am sure is debatable, and I intend subsequently—and I give notice of that now; the chairman will know about it—to make a motion that we invite Mr. W. L. Morton of the board of directors of the C.B.C. to appear, because we were told by

Mr. Peers that this group of employees went to see Mr. Morton and that Mr. Morton took their case up before the board of directors, and that the board of directors had two meetings about it.

The CHAIRMAN: In the interests of saving time, Mr. Pickersgill, would you like to make your motion right now?

Mr. PICKERSGILL: No, I think it would be better to have the point of order settled first, and then I can make my motion later. I will not make any further speech about it—

Mr. BELL (*Carleton*): What is the point of order?

Mr. PICKERSGILL: The point of order—and for the benefit of Mr. Bell, I will repeat it—is that the steering committee made a unanimous decision, which the chairman undertook to carry out, and that the chairman—of his own motion—changed that decision and brought the proceedings to an abrupt end and announced that we would not continue.

Mr. BELL (*Carleton*): Surely the committee did that; the chairman cannot adjourn the committee?

Mr. PICKERSGILL: Perhaps Mr. Bell will reply to me—in accordance with parliamentary procedure—when I have finished. I say that if Mr. Bell prefers to say that the committee did it, that is all right; I will not argue that point. I will, however, make a comment about it. I will say that it appears much worse than I was making it appear: it appears there was, therefore, some concerted effort on the part of the majority in this committee to make a motion, which was not debatable—

Mr. BELL (*Carleton*): Ridiculous.

Mr. PICKERSGILL:—to impose closure on the committee and adjourn its proceedings.

Mr. BELL (*Carleton*): That is what you say.

Mr. LAMBERT: You complied with the motion.

Mr. PICKERSGILL: Well, the vote was taken. Those who wished to dissent were not allowed to proceed. I rose to dissent and was choked off by the chairman; Mr. Fisher also rose, and was choked off by the chairman.

The CHAIRMAN: It does not say that here.

Mr. LAMBERT: You said you complied with the motion.

Mr. PICKERSGILL: I had no choice. I obey the rules, and have obeyed the rules of the house and the committee, and I recognize the chairman was technically right when he said a motion to adjourn was not debatable. But I say the chairman was not doing his duty—as we have a right to expect him to do it—when he invited, from the floor, at a time when it was obvious there were still people wishing to ask questions, a motion to adjourn.

The CHAIRMAN: In my own defence, if I may, please.

Mr. PICKERSGILL: Certainly, Mr. Chairman.

The CHAIRMAN: On page 563:

The CHAIRMAN: Did I hear a motion. Mr. Chambers.

The CHAIRMAN: Then you got up and said, “Mr. Chairman—”, and I said:  
A motion to adjourn is not debatable.

The CHAIRMAN: Then you said:

Who made the motion?

The CHAIRMAN: Then I said:

I said Mr. Chambers made the motion and Mr. McGrath seconded it.

The CHAIRMAN: Then you said—you always agree, you know:

Then I will comply with it.



Mr. PICKERSGILL: That is right: I could not do anything else.

The CHAIRMAN: I cannot see anything unorthodox or wrong about that.

Mr. PICKERSGILL: No. I say, according to the technical interpretation of the rules—I am not making anything of that—

The CHAIRMAN: Once again, could we get to the point of order?

Mr. PICKERSGILL: My point of order is that the steering committee's decision—which was accepted by the chair—was not carried out and that this committee should resolve now to carry it out and to complete the hearings that were terminated abruptly on Tuesday.

Mr. CHAMBERS: Mr. Chairman, I would like to speak to the point of order, and I will stick just as closely to the point of order as Mr. Pickersgill has—which gives me a great deal of leeway. In the first place, on the question of the adjournment it will be noticed in the proceedings, on page 561, some minutes—I would say, about five or ten minutes—before we adjourned Mr. Smith asked for the time of the adjournment; and while it does not appear in that order, before you said, "Did I hear a motion for an adjournment?", I did make a motion. There was a great deal of commotion going on in the committee, and the reporters perhaps did not record it. But I would like to refute the charge against the chair, that the motion was made by the chair. It was not; I made it.

Mr. PICKERSGILL: If the record shows you did not make that, I withdraw.

The CHAIRMAN: I knew you would.

Mr. CHAMBERS: On the question of calling witnesses, we in this committee have a great responsibility. The Canadian Broadcasting Corporation, in the proceedings on Tuesday, was shown to be in a very difficult situation, and I think that as—I believe it to be true—all members of this committee believe that it is essential that the C.B.C. be preserved and, if possible, strengthened...

Some Hon. MEMBERS: Hear, hear.

Mr. CHAMBERS: ...we should be very careful in any actions we might take that will further demoralize the Canadian Broadcasting Corporation. I suggest the course suggested by Mr. Pickersgill would do exactly that.

We took the evidence at our last meeting, starting with those who had made a charge, or laid a complaint—or whatever way it wants to be put—and we followed that evidence exactly. One group named someone else from whom they had the information; the next person named someone else from whom he had information; we called him, and finally it came to the acting president, and we heard him. We started at the bottom and, without any deviation, we went right to the top.

In my reading of the evidence, the only other witnesses that could be called would be only people to give hearsay evidence on conversations that they had overheard, and evidence parallel to that which we have already heard.

Mr. Chairman, in the circumstances—and with the additional fact that the three witnesses who appeared before us first the other day are now back in the employment of the Canadian Broadcasting Corporation, and that Mr. Hallman, who was suggested in this motion, is now back—or, has never left the employ of the corporation—and since Mr. Pickersgill on previous occasions has said that the duty of a parliamentary committee is to speak to those responsible for the administration of the corporation and not to dig down and ask opinions from employees on the management, I think we would be doing a real disservice to the corporation, to parliamentary procedure and to this committee, if we at this time acceded to Mr. Pickersgill's request.

The fact that we did agree in the steering committee to call Mr. Hallman has to be, naturally, admitted; but Mr. Pickersgill will agree that at that time we had no idea what trail this evidence was going to lead us upon. And we included Mr. Hallman because we felt he might have been one of the links in the chain. There is nothing in the evidence given to us the other day to show that Mr. Hallman was one of the links in the chain, or that he could add anything useful to the deliberations of this committee. I believe it is our duty now to get on as fast as possible and complete our inquiries, so we can give a useful report and, perhaps, take more effective action to improve the situation that appears to exist in the C.B.C.

MR. PICKERSGILL: Mr. Chairman, I want to make a correction—I left it till Mr. Chambers was finished—about a position he said I took earlier on in this committee. The position I took earlier on in this committee was that in regard to questions of internal management and organization of the C.B.C., we could not discipline individuals; that was for management. But I would like to remind the chair that what we are including here is not internal affairs; it is an external pressure upon the C.B.C. by the government, or by someone in the government. . .

MR. LAMBERT: Just a minute: withdraw that.

MR. PICKERSGILL: I will not withdraw that; I will support it.

MR. CHAMBERS: Was the pressure on Mr. Hallman?

MR. PICKERSGILL: I do not know whether the pressure was on Mr. Hallman. We were told by three witnesses in succession that they were—it was conveyed to them by Mr. Bushnell that there was pressure on Mr. Bushnell by someone who had the capacity to make the head of the Minister of National Revenue roll. There is only one person to whom that can apply in this whole country.

MR. SMITH (*Calgary South*): This is an assumption you have no right to make.

MR. PICKERSGILL: That person is the Prime Minister, and it is perfectly obvious.

MR. BELL (*Carleton*): That is the most irresponsible, idle gossip we have ever heard.

MR. FLYNN: An irresponsible statement.

THE CHAIRMAN: Are you through, Mr. Pickersgill?

MR. BELL (*Carleton*): Are you making the charge that the Prime Minister did it?

MR. PICKERSGILL: No.

MR. BELL (*Carleton*): Irresponsible, idle chatter.

THE CHAIRMAN: Have you made your point, Mr. Pickersgill?

MR. PICKERSGILL: No, I have not made my point.

THE CHAIRMAN: Well, what is your point?

MR. PICKERSGILL: My point is that what we were examining on Tuesday was an allegation of external pressure—external pressure—from a political source; that in the course of the evidence that was produced before us we were told that that external pressure—

MR. CHAMBERS: All of which was hearsay.

MR. PICKERSGILL: I would like to say one word on this nonsense about "hearsay". Everything one learns from another is, of course, hearsay; but when you are told by your superior something has happened, that is obviously evidence within the ordinary meaning of the term.



This "smeary" of hearsay is just another of the tactics used to try to divert us from the real point which is before this committee.

The CHAIRMAN: But here top management denies all that.

Mr. PICKERSGILL: There is no denial, and that is my precise point. Mr. Bushnell in his evidence, at page 566—if the hon. members will turn to it, they will find I put three specific questions to Mr. Bushnell.

Mr. FORTIN: Read the questions, please.

The CHAIRMAN: What page is that again, Mr. Pickersgill?

Mr. PICKERSGILL: Page 566—no, page 556.

Mr. McINTOSH: Are we past the point of order?

The CHAIRMAN: No, I want to give Mr. Pickersgill one more minute.

Mr. BELL (Carleton): Give him every opportunity; he will hang himself.

The CHAIRMAN: Mr. Pickersgill, please?

Mr. PICKERSGILL: I will continue, sir. At page 556 I started to ask a question, and the chairman asked me if I would stand. I said I would be very glad to stand.

Then I went on:

I would like to ask Mr. Bushnell whether the Prime Minister spoke to him about this program at any time, formally or informally?

To which Mr. Bushnell replied:

No, sir, never. I have not spoken to the Prime Minister—had the honour of speaking to him in two years.

I asked a second question:

Might I ask Mr. Bushnell one other question? Did anyone purporting to speak on behalf of the Prime Minister speak to you about this program at any time?

Mr. CHAMBERS: What has all this to do with Mr. Hallman?

Mr. PICKERSGILL: Perhaps I might be allowed to continue?

The CHAIRMAN: Yes, if we can get back to Mr. Hallman in some way. Mr. Pickersgill.

Mr. PICKERSGILL: This has nothing to do with Mr. Hallman.

The CHAIRMAN: That is what I thought.

Mr. CHAMBERS: The point of order is on Mr. Hallman.

Mr. BELL (Carleton): You are not doing a very good job.

The CHAIRMAN: Mr. Pickersgill, please.

Mr. PICKERSGILL:

I prefer to ask my own questions, if the Chair will permit.

The CHAIRMAN: And I would prefer that you do not need to answer it, Mr. Bushnell, unless he gets down to cases—so we have an impasse on that. Would you like to change your question, Mr. Pickersgill?

I said:

No, I will not change my question, Mr. Chairman.

The CHAIRMAN: Do you wish to answer it, Mr. Bushnell?

Mr. BUSHNELL: I think you will have to clarify for me what you mean by "purporting".

I replied:

I will be very happy to do that, and do it in the words I used the second time—anyone who represented himself to you as speaking on behalf of the Prime Minister?

Mr. BUSHNELL: No. Let me qualify that. As representing himself as speaking on behalf of the Prime Minister?

Mr. PICKERSGILL: Yes.

Mr. BUSHNELL: No.

Then I asked a third question:

Mr. PICKERSGILL: Did anyone representing himself as conveying views held by the Prime Minister speak to you about this program?

Mr. BUSHNELL: No, they did not.

Mr. PICKERSGILL: That is all the questions I have.

And that is all I had at that time, because it seemed to me—

Mr. CHAMBERS: Read on.

Mr. PICKERSGILL: —because it seemed to me that covered the waterfront, and that was a complete denial.

But if hon. members will turn to page 561, they will find there is not a complete denial, and that is precisely the point I am coming to.

At page 561 I rose and asked Mr. Bushnell a question which is not strictly relevant—that is, why the decision was made.

Then I asked a second question:

I have a second question. Mr. Bushnell agreed with Mr. Fisher that he had used the right word when he used the word "advice" about the discussion between Mr. Nowlan and Mr. Bushnell. I therefore use that word. Did you—

That is, Mr. Bushnell.

—at any time receive any advice from Mr. Nowlan that this program was displeasing to the government or to anyone in the government?

Mr. BUSHNELL: You ask if I received any advice from him?

Mr. PICKERSGILL: Yes.

Mr. BUSHNELL: No.

This is the really significant question—

The CHAIRMAN: I am glad we have one.

Mr. PICKERSGILL:

Was there any suggestion from him, or did he convey in any way to you the notion of the feeling that this program was displeasing to the government or to anyone in the government?

You will note there is no denial in this case at all, but Mr. Bushnell said this:

He conveyed to me the impression that several programs had displeased a great many people in the government and elsewhere.

Any reasonable person, reading those five answers, is entitled to draw the conclusion that Mr. Nowlan did convey to Mr. Bushnell the impression these programs were displeasing to the government.

The CHAIRMAN: That is a personal opinion of yours.

Mr. FORTIN: That is a personal opinion of yours.

Mr. PICKERSGILL: That is my opinion, on the evidence, that any reasonable person is entitled to draw that conclusion.

What does that conclusion lead us to? It leads us to the view, since Mr. Bushnell has not denied that he left the impression with Mr. Jennings and with Mr. Walker that there was this political pressure, and that it involved Mr. Nowlan—this leads one inescapably to the view, in the default of any other evidence, that this is what happened.

Mr. LAMBERT: On a point of order. Mr. Pickersgill is arguing—

Mr. PICKERSGILL: We are already discussing the point of order.

Mr. FORTIN: You are not discussing the point of order.



The CHAIRMAN: Mr. Pickersgill, I think I have been very fair with you. You got up to interrupt Mr. Chambers—

Mr. PICKERSGILL: No, I waited until Mr. Chambers had finished.

The CHAIRMAN: You got up on a point of his.

Mr. McIntosh, please, and then Mr. Robichaud.

Mr. McINTOSH: My question is on a point of order.

Mr. PICKERSGILL: Surely, Mr. Chairman—

The CHAIRMAN: This is on Mr. Pickersgill's point of order?

Mr. McINTOSH: The one that he raised first. I ask it for information, mostly. How binding is a decision of the steering committee on this committee when the steering committee is not elected by this committee, but really was selected by the chairman? I would suggest it is not binding at all, but the committee's decision is binding.

The CHAIRMAN: You are correct in that.

Mr. ROBICHAUD: When Mr. Pickersgill introduced the point of order, a remark was made to the effect that he had complied with the decision that was taken when the committee adjourned on Tuesday afternoon last.

In order to put the record straight, I think I should read the remark which was made by yourself, Mr. Chairman, as reported at page 563.

The CHAIRMAN: Were you at the meeting, Mr. Robichaud?

Mr. ROBICHAUD: I was. I was just coming in at the time.

Mr. PICKERSGILL: Before there is a motion to adjourn, I would like to understand whether or not these hearings are over?

The CHAIRMAN: I would suggest that the hearings with these witnesses are over and that on Thursday morning we reconvene at 9:30 in our regular room 112N, at which time we will go back to our agenda with the C.B.C.

Mr. PICKERSGILL: I would like to record my formal dissent from that decision.

Mr. CHAMBERS: It is not a "decision" but a "suggestion".

The CHAIRMAN: I said, "I would suggest". Mr. Pickersgill said, "I would like to record my formal dissent from that decision"—which he has registered.

On the point of order, Mr. Robichaud?

Mr. ROBICHAUD: On the point of order, my position is that Mr. Pickersgill had the right to raise a point of order because he objected to the closing of the hearing.

The CHAIRMAN: That is right.

Mr. Dorion, and then Mr. Tremblay.

Mr. DORION (*Interpretation*): Mr. Chairman, I have read with great care and interest the reports of the last two meetings, and I must say that with my 32 years experience as a lawyer, I have never seen such a type of proof brought up before a court.

Mr. Pickersgill would like us to continue with the witnesses who were being heard the other day, and not one single one of those witnesses could determine a single fact, or bring a single shadow of any true doubt to us that there was in fact political interference.

These people had been disciplined or, more precisely, they had given their resignations; and in my humble opinion, Mr. Chairman, we should never bother with that problem.

We have dealt too much with it and I ask the members of the committee to read the very objective article which appeared on this matter in the Financial Post.

If there were a corporation in the whole world which worked like the C.B.C. does, where the employees tell the employers what to do, then not a single corporation in the world could go on for one single year.

Mr. TREMBLAY: Hear, hear.

The CHAIRMAN: You got in there, Mr. Tremblay.

Mr. DORION (*Interpretation*): We have internal trouble, and they are trying to activate it. You can only have anarchy if you bring in witnesses in this type of connection as I mentioned.

Now you will see that in some Montreal newspapers there have been remarks printed for days and days as regards Liberal members talking of the C.B.C. being directed in a certain way and fermenting in respect to programs. This is a matter which we have to take into consideration, and what we have to have is proof of this thing before the committee. It is a matter of internal administration of the C.B.C. and no proof whatsoever of political interference. Not even a single shadow of proof has been brought up, despite Mr. Pickersgill's questions which were suggestive, and in which he accused the Prime Minister himself of interfering.

There is no concrete evidence which has been brought up. The impression was created in the newspapers that the Prime Minister interfered either directly or indirectly whereas in fact there is no shadow of doubt which is brought up in the testimony, not a single shadow, I repeat.

The only person who could reply to the questions, and the only person upon whom we can truly rely was Mr. Bushnell who came and answered questions in the committee, and who put an end indeed to these rumours.

The motives are of little importance. I have a quote from the report of the other day's proceedings as follows:

He conveyed to me the impression that several programs displeased a great many people in the government and elsewhere.

Do you think that the C.B.C. always satisfies everybody with its programs? Of course not. We represent the people. There is always a limit which you have to set. Let us not be hypocritical.

I am a member of parliament representing the people of this country, and I say that if I did not like such and such a program, then I would voice that opinion. I shall always oppose those programs where I think there is something wrong about them, and I shall not hesitate to do so. But I do not see by doing that that it is a question of political interference. So, Mr. Chairman, I think that this motion is absolutely—and I underline the word "absolutely"—out of order. I recall what Mr. McIntosh has just said, and the steering committee cannot tell us exactly how to go on in every respect; it can make recommendations—I think the word is "recommendation"—on various matters for our guidance. For some time this little game has been played. We are supposed to be people unable to participate properly in the organization of the C.B.C., whereas we have to pay—if I am not mistaken—57 per cent of the taxes in order to keep it going.

Mr. LAMBERT: \$67 million.

Mr. DORION (*Interpretation*): Excuse me—\$67 million. We are treated as though we had no responsibility towards the people. Are we not supposed to act in the proper way and to represent the people in our constituencies? You will see in the Montreal papers that Liberal members every day—

The INTERPRETER: At this point there was very great noise and the remainder was not finished.

Mr. PICKERSGILL: Mr. Chairman, I have a question.

The CHAIRMAN: Mr. Pickersgill, you have a notice of motion which you are going to speak to very shortly.



Mr. PICKERSGILL: I take exception to one word used by Mr. Dorion. I simply take exception to Mr. Dorion saying that I had accused the Prime Minister. I made no accusation.

Mr. LAMBERT: Chicken.

Mr. BELL (*Carleton*): May I speak to the point of order and not to a motion which presumably will be made. As I understand the point of order it is that the committee did not carry out in full the decision of the steering committee. That, of course, is evident from the proceedings. The point of order is only challenging the authority of this committee itself to overrule a subcommittee.

I venture to suggest there is no validity at all on the point of order on that ground. There were certain decisions taken by that steering committee. Mr. Pickersgill outlined some of them. He said there was a decision to call four persons. Three were called. The reason the other was not called was he did not seem to have a place in the chain of evidence. There was another equally vital stand taken; that is that this was a matter of such importance to the C.B.C. and its future that this should be cleaned up on Tuesday and would not be stretched out. The view was expressed very explicitly by Mr. Pickersgill that if it were stretched out it would do irreparable damage to the C.B.C. and this was the feeling of other members.

Some ten minutes before the meeting adjourned the other day, on Tuesday, I took the occasion to speak to my friend Mr. Pickersgill. I said to him at the time Mr. Jennings was under examination, "I think we have exhausted this whole matter. What is your opinion?" He then said to me, "I have two more questions; when I have asked them I think we are all through."

The CHAIRMAN: You said Mr. Jennings. Do you mean Mr. Bushnell?

Mr. BELL (*Carleton*): Yes. Let me put it that in the situation that there was some misunderstanding of language as between Mr. Pickersgill and myself, certainly I clearly understood that Mr. Pickersgill was following through with the eloquent language he used in the steering committee, that we had exhausted this matter and should get ahead. It was on that understanding I reported Mr. Pickersgill's views to my colleagues around me. If Mr. Pickersgill wants to say now he did not understand it was more than the finishing with Mr. Jennings—Mr. Bushnell—

Mr. PICKERSGILL: I was going to make that very correction.

Mr. BELL (*Carleton*): I think my language was very clear. We have exhausted this whole matter. As for his opinion, I want to put that in the light of what he, I and others in this steering committee said, that the protraction of this matter would in the long run be damaging to the cause of the C.B.C.

Mr. Pickersgill then put the two questions which appear on page 561. I was of the view, and all of us were of the view, that this matter was then exhausted and we would proceed to other matters.

Mr. PICKERSGILL: I am sure you would not want to misrepresent what I said. Since he has said what I understood I was saying in a private conversation, I will give my version. In the first place, as he corrected himself, it was while Mr. Bushnell was giving testimony and was very near the end—not near the end of Mr. Jennings' testimony. Moreover, I understood his question to mean had I any more questions to ask. I never presumed to express the view of anyone in the committee except myself. I said I had two more questions to ask, and that was all I had and all I asked. I was not purporting or pretending to speak for anybody but myself.

The CHAIRMAN: We realize that.

Mr. BELL (Carleton): That is the situation. On that basis a motion was made. I would like to say so far as I am concerned if Mr. Pickersgill wants to make a motion whereby we can produce witnesses who will be useful in the reaching of any further conclusion I would be prepared to vote for it, but I am not prepared to vote for the calling of witnesses who will simply repeat further what we have already heard before this committee. It would be of no use to call persons who have simply heard from Mr. Jennings or Mr. Bushnell. I can see no point to that. We would be simply repeating.

To come to the point of order, in my view the situation is that the steering committee made certain decisions; two of them vital. It was the belief of the members of this committee we were carrying out to the full and to the letter the decision which the steering committee had taken. I suggest there is no validity in the point of order.

The CHAIRMAN: Mr. Fisher, then Mr. Tremblay, and then we should get back to the order of business.

Mr. FISHER: I would like to come back to what Mr. Chambers said originally. With much of what he said I agree. First, there is the necessity to keep the C.B.C. going. I hope that is very strongly in the minds of all of us. The other point upon which he touched was that we had made up our minds in the committee that we were going to try to get to the root of the things on the one day. Over the interval—I checked in so far as whether or not the decision of the steering committee had any validity, and I discovered it has not; but it is really an informal matter. Therefore, there is no obligation at all upon the committee to go ahead with the calling of Mr. Hallman.

Personally, as a member of this committee, I feel I would like very much to have Mr. Hallman in front of us. I suggest that if you look through the statement of Mr. Peers, you will find that Mr. Hallman comes on the scene upon returning from overseas and figures very largely in things, standing as an intermediary in a very peculiar move in which Mr. Peers and his group went to Mr. Morton and so found an entry into the C.B.C. board of directors.

To me, the key point is that the board of directors did change their decision; after making one they made another. I would like to know what considerations were in the minds of the C.B.C. board of directors when they made that decision. That is the main reason why I would like to have Mr. Hallman here.

If anyone would be interested in supporting it, I think we should have Mr. Morton here also because I think this is a key point.

Now, the other point that has been discussed so much, especially by Mr. Bell, is the question as to whether we were completely through. I think all the gentlemen of the committee will agree that from a common sense point of view it was a very exciting afternoon, with the continuity of the questioning being broken by jumping around so much, and back and forth. To illustrate, I can remember that Mr. Lambert had some questions and he had to take some time to frame them. I was very much interested in putting more questions to Mr. Bushnell but, without any sort of a transcript there, it was very difficult. I still have some questions which I wish to ask Mr. Bushnell, as a result of reviewing his evidence, because, as Mr. Pickersgill pointed out—and I think you can find other examples in here—there are anomalies in his evidence. I would like to suggest to other members of the committee that if we take the line that has been suggested to us by Mr. Dorion—in other words, that nothing has been proved and whatever Mr. Bushnell said had completely refuted and wiped out anything that was told to us by Mr. Jennings, Mr. Walker or by the other groups,—then I think we are turning our backs on this odd evidence that was given, by giving to Mr. Bushnell's remarks a much greater validity than that testimony is worth. However, in so far as I am concerned, this



is a personal opinion. That is another reason that I would like to know what went on with the C.B.C. board of directors which caused them to change this decision, because I have to conclude that there was a long discussion, that Mr. Bushnell was there and Mr. Hallman was there.

The CHAIRMAN: Would Mr. Hallman have been at the board of directors meetings?

Mr. FISHER: He was there to give some evidence. This is the fundamental reason why it seems to me we have to go on further—not that I particularly want to go on further because I am very worried about the future of the C.B.C., but if we do not go on I think we are going to leave a very large question unanswered. I would like to suggest to the majority members of this committee that the fact they should take this particular line is going to sit very poorly with many people in Canada, in my opinion. I feel there will be accusations that they are attempting to whitewash and head off.

Now, if it is done on the basis of Mr. Chambers' plea, that we may be wrecking the C.B.C., I have to agree that is a great danger, but I do not see how I can turn away now from the situation, with all its seriousness, and for this reason I would like to suggest that in so far as the point of order is concerned, the decision of the subcommittee, or what we felt about that, has no validity or worth.

I would like to suggest, as a member of the steering committee and as a member of the committee, that we have Mr. Hallman here and personally, myself, I would like to have Mr. Morton here. I would like to appeal to all members of the committee that if we stop this now I think we are going to bring about a worse situation. I, personally, was shocked to discover this morning that Messrs. Peers, Gillis and Trotter had gone back to work.

An hon. MEMBER: Perhaps they used some sense.

Mr. FISHER: That might have some merit. I was shocked, not that I feel from their evidence that they will not make excellent employees for the C.B.C., but it seems to me that here again there is an assumption on someone's part that we were all through with this matter when I do not think we are. For that reason, I do not want to support so much the point of order as to make the request to the committee that we be allowed to have Mr. Hallman here and that the committee, as a whole, consider having Mr. Morton here.

My final point, Mr. Chairman, is that I would like to question Mr. Bushnell further and my reasons for this are the common sense ones—the excitement and the fact that it was very difficult to frame questions from the way the evidence came out. I think if any of you will look at Mr. Bushnell's answers to some of the questions I and Mr. McIntosh asked, I think you will see the reason why I make this request. After a retrospective glance at this we could probably bring much more pertinent questions to bear upon Mr. Bushnell.

My final conclusion, Mr. Chairman: I was completely dissatisfied with the evidence which Mr. Bushnell gave and, for that reason, I tend to feel there is some merit in the remarks that Mr. Pickersgill made, because of the very unsatisfactory evidence.

The CHAIRMAN: Thank you. Mr. Tremblay, you are next, and then perhaps we will have Mr. Pickersgill's motion. Mr. Tremblay, will you confine yourself pretty well to the point of order.

(Mr. Tremblay, having spoken in French).

The CHAIRMAN: Translation, please.

Mr. ROBICHAUD: I hope the translation is more in order than the speech that has just been made.

The CHAIRMAN: I knew it was in order because I could hear the names "Walker" and "Bushnell" all the way through it.

Mr. TREMBLAY (*Interpretation*): Mr. Chairman, on this matter I wish now to express my opinion. Contrary to my normal practice in the meetings, I kept my silence when we heard the three witnesses who came the other day—contrary to my normal practice. I kept a very studied silence, and by the time we were getting to the end it was a very amused silence. At the beginning I think there was an error, in the first place, in the broadcasting committee allowing these gentlemen to come and testify before us.

We had agreed on a certain agenda, which we had accepted here and which we were supposed to follow through. We also agreed not to enter into personalities, and in this connection, any interventions regarding personalities were immediately considered by the chairman as being out of order. We heard the three witnesses who came: Mr. Peers, who spoke on his own behalf, and there was also Mr. Gillis and Mr. Trotter—who were unable to prove what they should have proved. Then we had Mr. Walker and Mr. Jennings, who—for a reason unknown to me—made an accusation against Mr. Bushnell by reporting their points of view and their facts in a way which I would not wish to qualify.

Then Mr. Bushnell made a categorical denial by stating that there was no political interference of any kind whatsoever. We should have stopped at that point.

Mr. PICKERSGILL: Do you want to read it?

Mr. TREMBLAY (*Interpretation*): You can find it yourself.

Mr. PICKERSGILL: I cannot.

Mr. FLYNN: Page five hundred and fifty-five.

Mr. TREMBLAY (*Interpretation*): So, Mr. Chairman, since then the three gentlemen involved have been put back in their jobs. Now, I do not know why we should carry on the inquiry in this committee to satisfy the aims of certain people who have obvious demagogic intentions. There is talk of freedom of expression. This is a pretext and it is a diversion, the aim of which is to force us, or cause us to overlook what the true facts are.

Now, what we want to know is as regards the administration of the money which we vote for the C.B.C. to carry on its business. Several times I expressed my disapproval regarding replies we received so far. They were vague, these replies. We were very often treated with insolence. An example of this was when I asked an official of the C.B.C. what were the criteria of the C.B.C. for programming. I was given a vague answer in an insolent way.

An hon. MEMBER (*Interpretation*): Order.

Mr. TREMBLAY (*Interpretation*): I am coming back to it, Mr. Robichaud. Now, this incidence which arose following upon the three gentlemen I have referred to earlier causes me to mention a big danger which arises for the C.B.C. I am referring to the danger of incompetence. We must try, in this committee, to look into that particular aspect.

The fact of further questioning these witnesses and others proves absolutely nothing of what was established during the last meeting of the committee. I do not see in any way whatsoever what can be proved, except hearsay, such as we had the day before yesterday.

The CHAIRMAN: I understand from Mr. Pickersgill—he gave us notice of motion.

The INTERPRETER: This is not finished.

The CHAIRMAN: I am sorry.

Mr. TREMBLAY (*Interpretation*): Now, I would say that if my particular point of view regarding this business of the inquiry continuing—and I would say by all means it would be a different matter if we had the time to continue;



but our time is very limited: we only have a certain amount of time available for us before the end of the session, or, at least, the time preceding the end of the session would appear to be limited.

Mr. ROBICHAUD (*Interpretation*): There is still a month.

Mr. TREMBLAY (*Interpretation*): That is not much, Mr. Robichaud, when you are trying to go into the administration of the C.B.C.

So we should first try to dispose of our agenda. I would point out, for those who want absolutely to continue the inquiry, that if the committee allows us to carry on a further inquiry, then I shall make a special request for an inquiry into certain aspects of the French network of the Canadian Broadcasting Corporation, and I shall ask for certain people to be subpoenaed, those people who are responsible for dissemination of public information programs and what is called popular education.

If we want to proceed still further, I shall not object; but I shall reserve, myself, the right to ask for people to be subpoenaed who are responsible—as I say—for the dissemination of information and as regards the administrative sectors on the French network of the C.B.C.—and here I speak in my capacity as a representative of the people.

We have to obtain information. Among the information we should obtain is the following—and I draw this to the attention of the committee—regarding the proceedings of two days ago, when the C.B.C. on the 11:00 o'clock news in the evening cut an interview of a Montreal journalist just when he was going to mention Mr. Bushnell's statement that there was no political interference. The manner in which this was done could give the impression, or gave the impression that there was, in fact, political interference, to those people listening to or watching the program.

I mention this fact to show that we could carry on very far indeed in that field, and I shall certainly point out right here and now that I oppose continuation of the inquiry. But if, in spite of this opposition on my part, the committee does want to go on, then I shall personally ask that the people I have referred to be subpoenaed.

The CHAIRMAN: Thank you very much. Gentlemen, I was going to say that Mr. Pickersgill has given notice of motion. Mr. Lambert, Mr. Brassard and Mr. McIntosh—I know each has a short statement on the point of order.

Mr. LAMBERT: Mr. Chairman, may I say at the outset that I am distressed here, in some ways, that the weight of the evidence which was heard the other day has been considered publicly, and that we have conducted, in some way, a trial in headlines. I think the judgment of this committee would have been of greater value if that had been done privately.

In these matters there was a responsibility upon us to make an inquiry and to come to conclusions, and not to have a day-to-day trial in headlines.

Some Hon. MEMBERS: Hear, hear.

Mr. LAMBERT: However, in view of the fact that the gentlemen in question, who appeared before us the other day and who precipitated this allegation which we are looking into—the matter of alleged clandestine political interference, have returned to work—they have said, "All right, we did that, but if management is prepared to take us back, we will go back"—they have shown good will, to that extent.

Management—and I say this advisedly—might have had every reason to say, "We do not want to see you people from here till kingdom come". But they have said, "All right, we are prepared to take you back".

In view of the fact that the witnesses, if they were asked, candidly, might say, "We were unwise in our judgment in using those words", in the same way as Mr. Bushnell—and here, I do not want to weigh the evidence—did say that he was unwise, perhaps, in using certain terms in conversation with members

of the staff of the C.B.C., and also has said or indicated that on cooler reflection, perhaps, he would not have used those words. We can all say things in the press of events, and then, on the morning after the press of events, say, "I wish I had not put, not only one foot, but both feet in my mouth". Now, for goodness sakes, why do we sit here and pick and pick at it?

Mr. BELL (*Saint John-Albert*): Pickersgill—

The CHAIRMAN: You did not say, "Pick at 'Pick'"?

Mr. LAMBERT: Without any reference to what Mr. Bell of Saint John said: we can sit here and dissect, in cross-section, every action of the previous day. Of course, we can all point out where we would have been wiser yesterday by doing otherwise. My only word is that those who live in a glass house should not throw rocks.—

Mr. FLYNN: That is a reflection on Mr. Pickersgill.

Mr. LAMBERT:—and I am sure the hon. member for Bonavista-Twillingate would be the first one to agree with that. I am sure that on mature reflection certain of his words and actions in the past he wished had never come across his mind. So, Mr. Chairman, I am distressed there is here an attempt to come back to this. We have already had an effort by the principals involved to get back to work; and here there is an attempt, I think, perhaps, to throw more salt in the wounds, to open it up.

There is an attempt here to ask this committee to prove the innocence—and I am going to use these words—to prove the innocence of someone unspecified, because no one, as yet, has had the courage to come forward with names, dates and places.

Mr. PICKERSGILL: That is not true.

Mr. LAMBERT: This is a serious matter, and a statement was made—which, I think, should have had the greatest consideration of its effect—without being able to name dates and places. And the witnesses candidly admitted that they based themselves on a report from someone else.

Beyond that I am not going to go into the weight of the evidence; and unless someone is able to come forward and lay a specific charge, I would say this committee is not in a position then to carry this one. We are not here to try anybody in headlines; we are not here to prove the innocence of some unspecified person. Let whoever makes the charge prove it. I think that is an ordinary principle of justice. We have it in our courts; why should it be anything less in parliament?

The CHAIRMAN: Thank you very much, Mr. Lambert.

Mr. Brassard?

Mr. BRASSARD (*Lapointe*) (*Interpretation*): Mr. Chairman, I think that the main reason used by those who oppose the calling of Mr. Hallman here is the argument that we only heard hearsay on Tuesday.

I think there are some legal people who try to take the committee for a court of law; but there is, surely, more latitude in a committee of the House of Commons than in an ordinary court of law?

Here is someone who heard from his immediate superior, a superior officer of the C.B.C., a high official of the C.B.C., that there were threats to the employees if the program were not dropped. That, Mr. Chairman, is mere hearsay. We should have permission to hear Mr. Hallman.

Furthermore, Mr. Tremblay said that Mr. Bushnell had rejected and denied any suggestion whatsoever of political interference.

Mr. TREMBLAY (*Interpretation*): No.

The INTERPRETER: Mr. Johnson, I think; excuse me.



Mr. BRASSARD (*Lapointe*) (*Interpretation*): And that Mr. Bushnell had a phone call with Mr. Ouimet from the Celebrity Club in Toronto, in which there was mention of someone's head falling, or being in danger, if the program were not dropped.

Now this is serious, and this is not a matter of internal administration alone of the C.B.C., as Mr. Tremblay said. This is a matter of external pressure being applied; and no harm will be done to the C.B.C. if the inquiry is extended. They are afraid, perhaps, rather for the government.

Mr. DORION: That is very nice of you.

The CHAIRMAN: It would appear that we have too great a division of opinion, and we will not get this settled until we have the motion.

Mr. McINTOSH: Mr. Chairman, speaking to the point of order, I suggest for a second time that this is not a point of order as far as this committee is concerned. It may be a point of order as far as the steering committee is concerned, but it is not one so far as this committee is concerned. However, you have allowed the discussion to go as far as it has, and in reply to what Mr. Fisher said about calling Mr. Hallman and then Dr. Morton, I would ask how far is this calling going to go? Are we to call just one director or all the directors? I suggest that we stick to our terms of reference, and that if questions such as this should come up, let them come up in the house. A great many of us are concerned about getting along with the agenda, and I still say this is no concern of this committee. I think you are allowing this point of order to go too far.

The CHAIRMAN: I am trying to act as diplomatically as possible in permitting every person to have his say. However there are two other persons who wish to speak.

Mr. TAYLOR: I was going to speak to the main motion.

The CHAIRMAN: We have no main motion. Would you keep it until the main motion? Mr. Paul?

Mr. PAUL: Yes.

Mr. PICKERSGILL: I move, seconded by Mr. Robichaud, that the committee invite Mr. W. L. Morton of the board of directors and Mr. Hallman, director of English radio networks, to appear before the committee at the earliest possible date to give evidence on the matter which was before the committee on June 30.

I do not intend to speak to it at all.

The CHAIRMAN: I hope there will not be too much discussion on the motion because I think we have gone over this matter pretty well already.

Mr. Pickersgill moves, seconded by Mr. Robichaud that the committee invite Mr. W. L. Morton of the board of directors and Mr. Hallman, director of English radio networks, to appear before the committee at the earliest possible date to give evidence on the matter which was before the committee on June 30.

Mr. TAYLOR: This motion to call witnesses was passed, I believe, just over a week ago, and it was to call three senior officers of the corporation, the three officers who had resigned because of alleged political interference. This was done, although I do not think that the members of this committee, including myself, were wise in entering into this dispute. I feel that entering this dispute has resulted in distracting the committee from its main function and purpose.

Now we are being asked to call additional witnesses. It is quite true that it is possible, although I submit not probable, that new and it may be interesting evidence might come to light. But if that did come to pass, then it would be necessary in turn to call still more witnesses, and this thing could go on ad nauseam, and ad infinitum.

I think that this committee has been fair to date in calling the three witnesses and then in turn allowing three other even more senior officials to

be called. I think we have been magnanimous in this regard, and I think we have been fair. But in my humble opinion, this has to stop.

We must vacate this field for two possible grounds; firstly that this is not a proper subject to be heard by this tribunal, and I submit also that this body is not properly set up really to handle this type of investigation.

If the hearing must be continued, then I submit that we should set up a subcommittee to deal with the matter in the same way that we are dealing now, or more properly, I submit, that we should return the problem to the government for appropriate action.

Consideration might also be given to permitting the corporation to put its own house in order. I think there should be a cooling off to allow the board of directors of this corporation to deal with the entire matter.

The CHAIRMAN: Would you please stick to the motion closely?

Mr. TAYLOR: But in any event, to continue this hearing is doing a disservice to the corporation and to the country, and more particularly to my own constituents in Vancouver-Burrard. We are now adding to the tearing down instead of putting together. I also understand that in due course, Mr. Chairman, a report must be made to parliament of the activities of this committee. There are many large problems that we have yet to grapple with; many large problems. Yet time is running out and I understand that this committee dies with the adjournment of parliament which might well be within 18 days time.

I ask this question: whether or not this problem of alleged political interference should preoccupy our remaining time? I was going to deal with previous commentaries, but I think that probably they are a little removed from the actual motion.

The CHAIRMAN: Yes, it would be somewhat out of order.

Mr. TAYLOR: I certainly want to know, as a member of the committee, whether or not, for example,—oh, I am saved by the House bell.

The CHAIRMAN: Yes, you are saved by the bell. Gentlemen, is it agreeable to you that we reconvene in half an hour, that is at 11.30?

Mr. PICKERSGILL: When the orders of the day have been disposed of.

The CHAIRMAN: After the orders of the day or at 11.30, whichever comes first. Then we shall have Mr. Paul and Mr. Fisher on the motion.

The CHAIRMAN: Order, ladies and gentlemen. Mr. Taylor, had you completed your remarks?

Mr. TAYLOR: Not quite, Mr. Chairman, but I will complete them very, very quickly.

The motion is that we call additional witnesses, and I tried earlier to say if the witnesses are called that much time will be taken in hearing them and, in turn, delving into further problems that might arise. I pointed out there were many large problems facing the community and that in a short period of time the committee is to make its report. Personally, I would like to give much further consideration to many of the larger problems. I would like to know in connection with our own area why 80 per cent of the television audience is listening to a television station—

The CHAIRMAN: Just on the motion, Mr. Taylor.

Mr. TAYLOR: The other point, Mr. Chairman, is that if we continue to call additional witnesses we might make it impossible for the committee to get the other particulars which we will in turn want. There will be an atmosphere of hostility and I do not think that is the best way in which we can continue to carry on. I am against the motion.

The CHAIRMAN: Does anyone else wish to speak to the motion?



Mr. PAUL (*Interpretation*): Well, Mr. Chairman, in listening to Mr. Pickersgill's motion of this morning it would have been interesting to know what he means to prove by calling upon Mr. Hallman to come before the committee to testify, and following upon the reasons put forward by Mr. Pickersgill, if Mr. Hallman quoted other names of employees of the C.B.C., which might have been all rumours, on the basis of Tuesday's hearings, then we would have to call upon them to come before the committee to testify.

I think we have lost quite enough time as it is up until now with this problem, because in reality nothing concrete or precise was brought forward. No precise accusation was brought forward by Messrs. Gillis, Trotter and Peers and, even if we are not before an actual court of law, I think we must observe certain elementary rules of proof as a guiding principle.

The INTERPRETER: The member for Brassard said—

The CHAIRMAN: It is Mr. Brassard.

The INTERPRETER: I am sorry: the member for Brassard, Mr. Lapointe.

The CHAIRMAN: It is Mr. Brassard from Lapointe.

The INTERPRETER: I am sorry. I will get it right this time.

Mr. PAUL (*Interpretation*): Mr. Brassard from Lapointe said shortly before the adjournment that we must give a certain amount of latitude in regard to the complaints and rumours.

The INTERPRETER: At this point the member for Lapointe interjected a correction by saying:

Not complaints or rumours but the way of proceeding.

Mr. PAUL (*Interpretation*): But if we hear all the witnesses in connection with these rumours and so on, then we shall never get to the end of it. I would like to point out and respectfully say that the inquiry is no doubt a very hearty meal for the journalists, but the work of analyzing the estimates, which are necessary for the good of administration for the C.B.C., calls for priority rather than a study of the problem which preoccupied the Tuesday sitting. That is why I say the motion should not be accepted. I say this because no precise point was put forward by Mr. Pickersgill this morning and we always run the danger of simply hearing once again political interference, without any proof of it having been indulged in by any person.

The CHAIRMAN: Mr. Fisher, do you wish to speak on the motion?

Mr. FISHER: Yes, Mr. Chairman. I want to support this motion, and the remarks I gave earlier give the reasons largely for it. However, I feel I should comment on some of the things which Mr. Taylor said in speaking to it. He said this was not a proper subject for this committee. Well, I do not know that we can be the judge of that. I would like to suggest to the committee if this is not a proper subject almost every one of our committee hearings have dealt with subjects that are improper, and this is too late in the day to begin worrying about whether this is a proper subject. I agree perhaps a little bit more with his suggestion that we are not properly set up to handle this kind of investigation, and he suggested that we might have a subcommittee or return the matter to the government. Well, the latter suggestion is very intriguing—that we return the matter to the government: but I am afraid some of us have been waiting for a number of days to see the government do something about this, and nothing has happened.

In so far as the general tenor of the remarks that have been made in this committee is concerned, I anticipate that this motion is going to be ruled out, and I would just like to suggest that if the main reason why the members are antagonistic to this motion is because they feel—as has been expressed by a number of them—that we are getting ourselves involved and continuing

a time of crisis for the C.B.C., if necessary we should meet this protest—and the protest has been made that it is nothing but trial by headlines—and have the witnesses appear before us in camera, which is not something I like—

Some Hon. MEMBERS: No, no.

Mr. FISHER: But, at the very least, that would get by these particular objections. I make the point on that, that it would be very interesting to have someone from the board of directors here other than Mr. Bushnell or Mr. Ouimet. I think we all noticed the statement following the meeting two days ago. It was a press statement, so I do not know how true it is. But it was that in so far as these three gentlemen coming back on the staff and their resignations being turned back to them is concerned, that would be a decision for the C.B.C. board of directors, and yet we have another statement this morning that they were called back by Mr. Walker.

This, again, brings the focus upon the role of the C.B.C. board of directors and their whole role throughout this particular case, and the logic of having them here to explain the matter is very strong to me. I think this motion should be approved in so far as that aspect of it is concerned.

In so far as Mr. Hallman is concerned, again I would like the members of the committee to notice what a prominent part Mr. Hallman played in the evidence put forward by Mr. Peers, in so far as a go-between or an interlocutor between the board, or certain members of the board of directors, and for that reason I think he may very well have some information that we do not have. For that reason Mr. Hallman and Mr. Morton would, I think, be very valuable witnesses, and I hope we will have a very favourable vote on the matter.

Mr. SMITH (*Calgary South*): Did you move an amendment?

Mr. FISHER: No, I did not move an amendment.

Mr. CHAMBERS: Mr. Chairman, I would like to oppose this motion, and on the same grounds I used speaking on Mr. Pickersgill's point of order this morning—and I shall be brief. I believe that to give the employees of the corporation—bring them before us to, you may say, air their complaints about management, could only damage and further weaken the Canadian Broadcasting Corporation. On the case of Mr. Hallman: Mr. Hallman, to my knowledge, has made no public statement that would lead us to believe that he has information of value to us. I have read the evidence carefully and I can see nothing in the evidence that leads us to believe that he can further our inquiry.

Mr. Pickersgill, in making his motion—and those who have supported him—has not given us any suggestion of what type of help Mr. Hallman might give to our inquiry. You could go on asking employees of the C.B.C., right through the 31 that resigned, to come and give their individual views, and I do not think it would be helpful.

In the case of Dr. Morton we have a slightly different situation. There is a board of directors: Dr. Morton is one member of that board. To ask him to come here and give evidence of what took place at a meeting of the board of directors—which, in effect, we would have to do—seems to me to be a very questionable propriety, to say the least. Consideration of having information from the board of directors might well be given. But there is one—apart from Mr. Bushnell and Mr. Ouimet—who I understand is the senior non-permanent member, Mr. Dunsmuir; and it seems to me that we would be getting on difficult ground if we called one individual member.

Mr. Chairman, I would like to say this: if it can be shown that any individual called before this committee as a witness can further our inquiry and get to the bottom of this thing, I will support that motion. But I do not feel the motion we have before us now will advance us in that direction.

The CHAIRMAN: Are you ready for the question, gentlemen?



Mr. PICKERSGILL: Mr. Chairman, I was waiting until Mr. Chambers finished. There are some points that have been raised, and I only intend to deal with points that have been raised, to which I would like to make a reply.

The CHAIRMAN: Yes, Mr. Pickersgill.

Mr. PICKERSGILL: Mr. Paul put the question: what did I want to prove by calling these witnesses? I do not want to prove anything: it is not my business to prove anything—nor is it the business of the committee to prove anything.

When we had the exchange in the House of Commons—which all hon. members will remember—Mr. Nowlan indicated that this committee was the proper form to inquire into and seek the truth of this matter—and that is all I am interested in. I am not interested in proving one thing or another—not in the slightest. I am interested in finding out whether or not—and I come to another point, which I think was also put by Mr. Paul, who said there was no precise accusation made.

I would like to refer to the evidence given on Tuesday, at page 523. That is the evidence of Mr. Peers who, after all, was the person who was invited here to give the evidence, and he spoke for the three people who had made this accusation. Here is what Mr. Peers said, at the middle of the page:

He said that Mr. Bushell had been given two alternatives: either to take this program off the air or the corporate structure of the C.B.C. would be endangered. Mr. Walker said that he was not at liberty to divulge further information but that external pressures were involved.

Then there was some interchange, and then Mr. Peers went on again:

We asked if these alternatives had been put to Mr. Bushnell by someone with a political connection. Mr. Walker said yes.

Mr. JOHNSON: Do you object to reading what the chairman said?

Mr. PICKERSGILL: Perhaps I could be allowed to continue this paragraph, and then I would be glad to listen to the question. That is, in my view, a precise statement of what he was told by his superior officer as the reason for the action being taken, and it was on the basis of that that this gentleman and the two others who were with him resigned from their positions. I think this meets the suggestion that there is not some precise accusation—and we are supposed to get to the bottom of it.

You will also remember that in the house, when I replied to Mr. Nowlan very briefly, I said that I thought this inquiry should be conducted in a quiet, judicial and non-partisan spirit, and I have tried to conduct myself in that way.

Mr. FORTIN: Not with great success.

Mr. PICKERSGILL: I also said it would go on until we had got at the truth, and the whole truth, and that is because I believed both these witnesses would help us to get at the truth.

Mr. CHAMBERS: In what way?

Mr. PICKERSGILL: I am going to come to that evidence. In listening to the evidence of Mr. Peers, I was impressed by what he said about Mr. Hallman's connection. He mentioned many employees of the C.B.C. who, according to his evidence, I do not think would give any additional evidence, and I would never have suggested that they come. But he did make certain references to Mr. Hallman's connection with this matter which seemed to me to indicate that Mr. Hallman had some knowledge of some things that happened, both in the board of directors and outside the board of directors at the meeting Mr. Bushnell had on the Sunday evening with the members of the staff, that we were entitled to have information about, if that information was there. Mr. Fisher, I thought, confirmed that very well this morning, and I completely agree with his view about that.

Mr. SMITH (*Calgary South*): The kiss of death.

Mr. PICKERSGILL: Regarding Mr. Paul's suggestion that, because other people might have to be called in order to get at the whole truth and the inquiry might go on for a long time, that is, I think, an argument that answers itself. If we are supposed to get at the truth—and nothing can be more important than to find out whether or not this corporation is being allowed to proceed independently or whether external pressures of a political nature are—as has been alleged and has not been denied—being—

Mr. FORTIN: Has not been proved, you mean.

Mr. PICKERSGILL: I asked Mr. Tremblay this morning to cite in the evidence where it had been denied, and he said I could look for it for myself. I have looked for it for myself, and I can find—

Mr. FLYNN: Page 555.

Mr. PICKERSGILL: —no denial.

The CHAIRMAN: Mr. Bushnell denied it; you know that, Mr. Pickersgill.

Mr. PICKERSGILL: The chairman may perhaps, also, let me speak for myself. What Mr. Bushnell said here—

Mr. BELL (*Carleton*): Page 555.

Mr. PICKERSGILL: We will look at page 557.

Mr. BELL (*Carleton*): Look at page 555.

Mr. PICKERSGILL: I am making the speech, and I waited patiently until everybody else had.

On page 557 Mr. Fisher said:

Mr. Fisher: Mr. Bushnell, the question I think we are all very interested in knowing is, how Mr. Jennings got the impression—which was passed on to Mr. Walker, which later got down to the three people that were called here today—that, in the slang phrase that Mr. Walker used, "heads will roll"?

Mr. Bushnell replied:

Mr. Fisher, as Mr. Jennings said, he could not confirm that I actually used those terms.

And then he added:

I did.

It seems to me that that is precise, categorical, and that Mr. Bushnell said that he told Mr. Jennings he did use those phrases. Therefore nobody can say there has been a categorical denial; and the whole matter is left in doubt.

Mr. CHAMBERS: May I ask a question?

Mr. PICKERSGILL: Certainly.

Mr. CHAMBERS: How do you interpret "doubt" in the statement of Mr. Bushnell on page 555?—

I want to say, as simply and directly as possible, that never at any time has any order or a directive been given to me, or to my president, Mr. Oumet, by the Hon. Mr. George Nowlan or by any member of parliament, or by anyone else who could be said to wield political influence.

Mr. PICKERSGILL: I believe that, absolutely: I am sure no order or directive was given. That has nothing to do with the case—that has nothing to do with the case. It has been pointed out to me by Mr. Fisher that immediately after the questions I read on page 557—perhaps I had better read right on:

Mr. FISHER: You did use those terms?

Mr. BUSHNELL: Yes.

Mr. FISHER: Why?



Mr. BUSHNELL: This matter has a rather long association. No heads were going to roll because of the cancellation of this program, but I think you will agree that it has been stated by newspapers—I have heard it said that such a statement has been made, if you like, by members of political parties, and I felt convinced that with this rather tragic series of unfortunate circumstances that we have had in the last six months, that if we did not pull up our socks, certainly somebody's head would roll—and quite properly.

We have the evidence, certainly not contradicted by Mr. Bushnell.

Mr. FLYNN: It is not proved.

Mr. PICKERSGILL: Of course, it is not proved.

Mr. FLYNN: It is proof we are looking for.

Mr. PICKERSGILL: If there were proof, I would not be asking for more witnesses to be called. There is a doubt, which it is our duty to resolve.

An hon. MEMBER: It is a doubt in your intention too.

Mr. PICKERSGILL: The hon. gentleman can make any interruption he likes as to other people's intentions. That remark is quite unparliamentary.

The CHAIRMAN: To come back to the point?

Mr. PICKERSGILL: To come back to the point, this evidence that has been read shows very clearly we were left in a doubt, and a very serious doubt, involving the government, involving the Conservative party—

Mr. FORTIN: What about the Liberal party?

Mr. PICKERSGILL: —And involving—what is, in my mind, much more important than these others—the integrity of the Canadian Broadcasting Corporation.

The CHAIRMAN: Mr. Pickersgill, please. Gentlemen, before you continue, we are never going to complete this evidence unless you give Mr. Pickersgill a chance.

Mr. PICKERSGILL: I thank you, Mr. Chairman.

I would say, as for the calling of Mr. Morton, I thought Mr. Peers' evidence was sufficient to indicate that Mr. Morton, of all the members of the board, did have a special association with this matter, and a special relationship to it, which, it seemed to me, would make him a more useful witness than any other member of the board of directors. But I would have no objection to anybody amending my motion to include, "any other member of the board of directors any member here felt ought to be called".

But there is an additional reason, of course, why we should call someone from the board of directors, because it will be recalled that Mr. Paul Martin, in the House of Commons, asked the Prime Minister a question about whether Mr. Allister Grosart was involved in any way in this matter. The reply the Prime Minister made to this question—and I have not *Hansard* here, but I remember it, I think, quite correctly, in substance—was that we should ask the board of directors about that.

The board of directors have not been asked about that; and it seems to me we should take the Prime Minister's advice. The hon. members who support the Prime Minister should be the first to support taking his advice, and give us an opportunity to ask that question.

There is this most fundamental reason, of course: the board of directors is charged with the management of the C.B.C.; and this committee is not. We are examining members of the staff of the C.B.C. all the time, asking them questions about all sorts of details. My submission is, the people we should be examining are not the staff at all, but the members of the board of directors. The members of the board of directors are people who are responsible to parliament for this, and not the staff of the C.B.C.

Mr. McINTOSH: Why did you not make that suggestion in the first place?

Mr. PICKERSGILL: I would point out, if Mr. McIntosh will look at the very first day's proceedings, he will find a reminder—he will find that the chairman reminded the committee that Mr. Nowlan had given an undertaking in parliament at the last session—as far as a minister can, and I admit the committee is master of its own affairs—and I said we ought to do what Mr. Nowlan said the committee should do, namely, to examine the legislation and how the new legislation was working.

That suggestion of mine was completely over-ruled by the committee, and as I represent a minority in the committee—

The CHAIRMAN: Would you stick to the motion, please?

Mr. PICKERSGILL: I was simply replying to a question.

The CHAIRMAN: There will be no other interjections.

Mr. FLYNN: We hope.

Mr. PICKERSGILL: My final reason for asking members to reconsider the matter and vote for the motion is that if this matter is left in the position it now is, this doubt—this genuine doubt—that is left by the evidence we have heard is going to be left indefinite; and it ought to be cleared up.

The CHAIRMAN: Are we ready for the question, gentlemen?

Mr. McCLEAVE: I would point out to Mr. Pickersgill that Mr. Bushnell was a member of the board of directors of the Canadian Broadcasting Corporation.

The CHAIRMAN: Are we ready for the question, gentlemen?

The question is this: Moved by Mr. Pickersgill, seconded by Mr. Robichaud, that the committee invite Mr. W. L. Morton of the board of directors and Mr. Hallman, director of the English radio network, to appear before this committee at the earliest possible date to give evidence on the matter which was before the committee on June 20.

Motion negatived.

The CHAIRMAN: Mr. Fisher, before you bring up your point—and I promise we will get to it—may we come back to this and clear this up first?

Mr. Smith, do you want to talk on this letter we received from the Board of Directors of the C.B.C.?

Mr. SMITH (*Calgary South*): Mr. Chairman, I am happy to do as you wish. If you wish to clear up this matter first, deal with this matter first before we proceed—

The CHAIRMAN: Mr. Fisher has given notice of motion. Have you a seconder, Mr. Fisher?

Mr. FISHER: Yes, Mr. Robichaud.

I move Mr. Nowlan be invited to come and inform the committee of the advice that he gave Mr. Bushnell on programming.

Mr. JOHNSON: He is a member of the committee.

The CHAIRMAN: That is all right. A member of the committee can be invited to give evidence.

Mr. BELL (*Carleton*): I would say, unhesitatingly, I would support that motion. I think now we are getting back on the rails, where we are getting into the chain of evidence, and we are getting somewhere if we ask Mr. Nowlan to come. I think we ought to ask him to appear before the committee at the earliest possible moment.

Let us clear the decks, and get the C.B.C. back to operating on a proper basis, without serious damage being done to it by the type of diversionary motion we have had this morning.

The CHAIRMAN: Does anybody else wish to speak to the motion?



Mr. BELL (*St. John-Albert*): We do not need a motion.

Mr. JOHNSON: I am against the motion and I shall vote against it. If we are going to bring Mr. Nowlan or everyone whom the Liberals or the C.C.F. members of this committee wish to put on the grill let us add to the motion. When we spoke about bringing Mr. Peers, all those who claimed that there was at any time political interference with the C.B.C., there was no one who had any objection against the management of the C.B.C. That is why I am going to vote against the motion.

The CHAIRMAN: Are you ready for the question?

It is moved by Mr. Fisher and seconded by Mr. Robichaud that Mr. Nowlan be invited to come and inform the committee on the "advice" that he gave to Mr. Bushnell about the programing.

Mr. FISHER: That word "advice" is in quotation marks.

Mr. BELL (*Carleton*): I hope the language of the motion will not be considered too confining.

The CHAIRMAN: Are you ready for the question? All those in favour of the motion will please signify? Those contrary? I declare the motion carried.

Now may we get back to the letter that I read to the committee earlier this morning.

Mr. SMITH (*Calgary South*): After this interesting and important diversion, the committee may recall—

Mr. KUCHEREPA: Mr. Chairman, relating to the motion we have just passed, when is it your intention to call Mr. Nowlan?

The CHAIRMAN: We shall take that up in the steering committee. Now, Mr. Smith, thank you.

Mr. SMITH (*Calgary South*): I said at the outset that after this diversion, perhaps the committee will recall that it was over a month ago when the question was raised of obtaining certain information on costs from the corporation by vote of the committee, when we instructed the corporation to produce the information which I have referred to.

Now a month has elapsed and I think it is perhaps important to note that previous to this, on approximately 24 hours notice, the corporation was able to provide us with similar information without any delay.

We now have a request from them by letter which does not present any new facts, to reassess the arguments which were presented to us at that time. The only reference I want to make is the suggestion that perhaps the committee members did not give full consideration as to the consequence of the importance of the decision which we arrived at. Certainly many of us have stressed here the importance in maintaining successful operations in the corporation. At the same time, we think that this should not be done without some regard to costs. We believe that our actual motion which had acceptance by the committee would stress this suggestion.

The whole argument which the corporation has placed before us is summed up in one paragraph, that the sale of the C.B.C. live produced programs at the highest price that the market will bear to allow them the full cost can, however, be misrepresented as a subsidy. We argue, sir, that at no time have they established that all that the market will bear has been received.

This was the concern of the Fowler commission as stated at page 180:

How does the commercial division know that the particular sponsor who buys the show would not be willing to pay \$6,000 or that some other sponsor in another company or another industry would not be willing to pay \$7,000 for it?

I think it is important to receive this information, to determine what deals were made with the companies to determine how much better it might have been in the interests of the system, and in the saving of some money for the taxpayers in the production of this particular programming. I have nothing further to add except the suggestion that this is effrontery to the committee to come back, and I believe the motion should stand. I do not see any reason to move any further motion, and I suggest that the corporation is putting themselves in the place where, unless this information is provided, they should be considered to be held in contempt of this committee.

Mr. BELL (*Carleton*): I was one of those who voted against the information to which reference is now being made, being produced before the committee. I did so after having heard very extensive arguments.

We are now confronted with a situation a month later where the C.B.C., having had this information available for some time, comes back and asks us to reconsider.

I confess that I find the reasons which are advanced in their statement singularly unconvincing. We took a majority decision of this committee. We have had no reason advanced why the majority of this committee should change its view.

I personally intend—should it come to a vote—to stand by the decision of the majority of the committee, contrary to the view which I expressed earlier.

Mr. PICKERSGILL: I would like to make an observation about this motion. As you know, I spoke on that particular occasion for several of my colleagues in the committee as well as for myself when I said that after listening to the Minister of National Revenue who stated to us that the corporation was already in the radio field but that we were here considering television, and that it was in the television field, that in the near future it was to be confronted with competition, and that we would not demand from their competition the kind of information we were demanding from the C.B.C., and that in view of the time-honoured principle governing the operations of the Canadian National Railways vis à vis the Canadian Pacific Railway, I felt that Mr. Nowlan's case, unless our whole parliamentary experience since 1919 was to be disregarded, was an unanswerable argument. That is why I voted as I did.

I think the board of directors—I would have been happier if they had given slightly stronger reasons, but I am satisfied that the reasons they have given are sufficient. I think that the vote I made at that time was sound, and I hope that the committee will reconsider this matter because I think it is a real danger to the independence of the corporation to be disregarding their advice.

Moreover, parliament at the last session—I did not like its decision—but they decided that the board of directors of the C.B.C. was to run the C.B.C. and not a parliamentary committee. I have the feeling that to disregard this would constitute an attack upon the board of directors.

And as Mr. Donald Gordon was reported to have said in another committee under similar circumstances, if we do not like the board of directors, we should fire them. We should not interfere with their functions.

That is what the committee is seeking to do; and for that reason, if anyone will make the motion—I know that if I made it it would never carry—but if anyone supporting the government will make the motion to reconsider this matter, I would certainly vote for it.

Mr. TREMBLAY (*Interpretation*): Well, Mr. Chairman, I am utterly astonished that this morning this question which we had disposed of has come back again. We had asked for information concerning the proportion paid by sponsors in sponsored programs. I do not see any reason why I should change my opinion. We are entitled to know what is paid in this connection.



I repeat that we are responsible for the use of public funds and we are absolutely entitled to know the relationship between what we give to the C.B.C. and what we get from it.

I say, like many others have already said before me, including my colleague from Bellechasse this morning, that we are not satisfied with the C.B.C. That is why we want to know what the C.B.C. does with the taxpayers' funds.

It is well understood, as was just said by Mr. Pickersgill, that there is a board of directors in whom we can have reasonable confidence; but there comes a moment, Mr. Chairman, when you have to make a review of the policy in connection with the officials and to study their behaviour.

I have confidence in the officials of the government, but in the case of the C.B.C. I think there is abuse and that is what we want to denounce. We want to know what is the real basis for the grievances we hear from the people. We wish to know these facts which I have mentioned. We wish to know what the C.B.C. is doing with the taxpayers' money. Therefore, I formally oppose the consideration of this problem because I maintain we are entitled to know the proportion paid by the companies in the sponsored programs so as to determine if really and truly we are getting programs of a reasonable quality and which are reasonably justified in terms of the money spent on them by the taxpayers of this country.

The CHAIRMAN: Mr. McGrath and then Mr. Fisher.

Mr. McGRATH: Mr. Chairman, I would like to support the remarks of Messrs. Smith, Bell and Tremblay, to an extent. I, too, am rather surprised that one month after the C.B.C. agreed to our motion—after the motion was put—that these figures would be given to the committee, we find that the information is still not available to us. As a matter of fact, I understood at that time—I think it was around June 2—that we would have this information, or at least a part of it, one week later.

To my mind, this is perhaps the most important aspect of our hearings, namely, the cost to the C.B.C. of producing commercial television programs and the amount realized from the sale of these programs to sponsors.

Reference was made, in the letter from the board of directors, to the highest amount the market will bear. This phrase has been used quite often in the advertising business. Whenever I hear this statement, a question comes to my mind: why does not the C.B.C. use participating sponsors, or alternative sponsors? If they cannot realize the full amount of a specific television program from one sponsor, why can they not sell it to several sponsors who can share the cost? I feel in this way the Canadian Broadcasting Corporation would realize the full amount of the show.

Also, I would like to deal with the remarks of Mr. Pickersgill. He referred to the minister's statement and used as an analogy the C.N.R. vis-a-vis the Canadian Pacific Railway. I do not think there is any analogy here at all because the Canadian Broadcasting Corporation is in a rather unique position in Canada in that it has the only electronic medium of advertising in the country and, consequently, it can be said this is a monopoly. This would naturally put them in a preferred position as far as advertising is concerned.

In conclusion, I might say, Mr. Chairman, that the suggestion was further made that the board of directors should run the C.B.C. and there was a suggestion that the C.B.C. should not be run by a parliamentary committee. In order for this committee to make its report and properly fulfil its function, I suggest to you, sir, it is absolutely essential we have this information. Also, in view of the fact that this session of parliament is drawing to a close we should have it as soon as possible.

Mr. McCLEAVE: Mr. Chairman, I do not intend to speak on the motion I now move, seconded by Mr. Smith, that the committee is of the opinion—

Mr. FISHER: I have a motion—

Mr. McCLEAVE: —that the committee is of the opinion that—

Mr. PICKERSGILL: I am rising to a point of order. When you recognized Mr. McGrath you agreed to recognize Mr. Fisher next.

The CHAIRMAN: I did not know that Mr. Fisher wished to move his motion now.

Mr. FISHER: I wanted to make a motion.

The CHAIRMAN: Then Mr. Fisher, by all means.

Mr. FISHER: Mr. Chairman, we have the paradox of the situation on the one hand of having a motion and then having a further word from management in the form of a request for reconsideration from the board of directors of a motion made by this committee. I think there is enough seriousness in this request coming from the board of directors. I am very glad they made the request. In view of their request, I would like to move, seconded by Mr. Robichaud, that this request for financial figures of television programs be referred to the House of Commons for consideration and decision.

The CHAIRMAN: Mr. Fisher, Mr. Robichaud and gentlemen, I feel that the motion is out of order. In the second edition of Beauchesne, citation 318, it states:

There is no such proceeding as a motion to reconsider a decision, in British parliamentary procedure.

Actually, this committee is master of its own destiny. We have been given certain powers by parliament. Our order of reference is that we can call for persons, papers and records; they are practically all-embracing. I feel this motion is out of order, Mr. Fisher.

Mr. FISHER: Mr. Chairman, as you say, we are masters of our own destiny. It is for that very reason I think we can refer this to the larger body. I will admit this is unusual.

The CHAIRMAN: It has, seemingly, never been done.

Mr. BELL (*Saint John-Albert*): May I ask Mr. Fisher how he proposes to do this?

Mr. FISHER: By making a report to the House of Commons, that we ask for their consideration and decision on this question.

Mr. BELL (*Saint John-Albert*): Our decision here will be contained in the report when it is brought forward.

Mr. FISHER: Mr. Chairman, I still say, as you suggested, that as we are masters of our own destiny we can entertain this motion.

I would like to point out that it is perhaps unusual for an opposition member to refer something to the main body of the House of Commons, where the government has such a large majority, but I think, in view of the seriousness of the request for reconsideration, that that would be a proper thing to do in the light of the principle that seems to be involved.

The CHAIRMAN: When I said, Mr. Fisher, that we are masters of our own destiny I meant within the parliamentary rules. Once again, the rule I read to you was 318, that there is no such proceeding as a motion to reconsider a decision, in British parliamentary procedure. I would hate to be the first committee chairman in the long history of British rule to change that.

Mr. FISHER: Would you read it again, please.



The CHAIRMAN:

There is no such proceeding as a motion to reconsider a decision, in British parliamentary procedure.

Mr. FISHER: If that is true, there was no point in bringing this letter before the committee.

Mr. SMITH (*Calgary South*): He is bound to—

Mr. FISHER: The discussion is completely out of order and the decision has been made.

Mr. PICKERSGILL: On a point of order, Mr. Chairman.

The CHAIRMAN: Yes, proceed Mr. Pickersgill, on a point of order.

Mr. PICKERSGILL: Mr. Fisher's motion is not a motion to reconsider this matter. It is not a motion on the part of the committee to reconsider the matter, but a motion on the part of this committee, presumably by way of report, to report to the house on it, and get a verdict from the house.

The CHAIRMAN: Mr. Smith?

Mr. SMITH (*Calgary South*): If I may speak to the point, Mr. Chairman.

The CHAIRMAN: Proceed.

Mr. SMITH (*Calgary South*): First of all, Mr. Chairman, we should remember that we were given certain responsibilities in the terms of reference, in which the question of the financial structure of the corporation is clearly identified. Therefore, after some considerable discussion, during a large percentage of which Mr. Fisher was not present, we came to a conclusion that it was essential, as a committee decision, to have this information in order to assess the financial background and structure of the corporation. This was made by the committee. As Mr. Bell points out, while some at the time did oppose it, it now becomes the view and decision of the committee itself.

I feel there is little purpose in re-arguing a case in which there has been no new evidence submitted to us.

I would say at the same time that we are all fully cognizant of the responsibility we take in asking for the information and it is because that we regard it in the best interest of the corporation itself that we do so.

The CHAIRMAN: Actually, ladies and gentlemen, we did make a decision during debate on the original Smith motion, of which we are talking. The decision, when we make one, and when we ask for persons or papers or records, is actually an order, and we ordered the C.B.C. to produce these costs. Now, I do not see how we can change that.

Mr. PICKERSGILL: Mr. Chairman I am seeking to assist in this matter. There is a procedure—and I cannot lay my finger on it at the present time, and I have not a Beauchesne—Whereby the order of the house can be rescinded. I remember, because it has been done during my parliamentary experience. I should not say that, but since I have been in Ottawa. I have known that to be done. It may require unanimous consent.

I was wondering, Mr. Chairman, if that point could be taken under advisement and if the Chair should not adjourn this and perhaps at the next meeting we could complete it.

The CHAIRMAN: At the present time the Chair is going to rule this motion out of order. It has not been put to the committee yet. I have never accepted it as a motion and, for the time being, I will have to rule it out of order; if I am mistaken, we will consider it at a later date.

Mr. FISHER: Did the letter from the C.B.C. board of directors make the suggestion that if we do decide to go ahead with this we should do it in camera?

The CHAIRMAN: No. They merely said—and I am breaking in here—

Accordingly, the board wishes to make a formal request that the committee reconsider its decision, at least in so far as publication and public consideration of the information in question is concerned.

Mr. FISHER: Well, in fact, that is asking us to hear it privately.

Mr. SMITH (*Calgary South*): Mr. Fisher posed the question as to whether or not this could be considered in camera. As I understand it, Mr. Chairman, any evidence taken in camera cannot usefully serve any purpose in the development of any recommendations which this committee may care to make in respect to its final report; in other words, if evidence is taken into account there is no opportunity to refer to it or usefully have it serve as a basis for a recommendation in our report. Is that correct?

The CHAIRMAN: In so far as I am concerned, it is correct.

Mr. McCLEAVE: Mr. Chairman, could I now present a motion?

The CHAIRMAN: Have you a seconder?

Mr. McCLEAVE: Yes, Mr. Smith. The motion is that the committee is of the opinion that no new reasons have been advanced by the C.B.C. board of directors that the committee should change its original decision and their formal request be rejected.

The CHAIRMAN: Gentlemen, I do not think; actually, I cannot see—

Mr. McGRATH: Mr. Chairman, will you read the motion.

The CHAIRMAN: If I read the motion, it is before the committee.

Mr. McGRATH: Would you then ask the mover to read it.

Mr. McCLEAVE: My motion is that the committee is of the opinion that no new reasons have been advanced by the C.B.C. board of directors that the committee should change its original decision and their formal request be rejected.

The CHAIRMAN: Does anyone wish to talk on this point of order, as a point of order?

Mr. PICKERSGILL: I think if a motion is made by any member of the committee, whether that motion is in order or out of order, the Chair is under the obligation to read it to the committee, and then rule it out. That is a standard rule and, therefore, I think you should take the motion, read it, and then rule whether you consider it in order or not.

Mr. BELL (*Saint John-Albert*): Referring to Mr. McCleave's motion, I personally feel that if we are just at the motion that if the letter was filed it would suit the purpose, and make me happy.

The CHAIRMAN: Would you repeat that, Mr. Bell.

Mr. BELL (*Saint John-Albert*): It would make me happy, Mr. Chairman, if a simple motion was made that this letter from the secretary of the board of directors be filed.

Mr. SMITH (*Calgary South*): I would like to say in connection with the second motion prior to your original ruling, Mr. Chairman, that I subscribe to the point of view which Mr. Bell has offered now. I consider Mr. McCleave's motion is redundant, in view of your original decision, but I suggest the other motion, which Mr. Bell has indicated, if Mr. McCleave will withdraw his motion.

Mr. McCLEAVE: I have no objection to withdrawing it, but I would point out there is a formal request from the board of directors and it can be met in only one way. If we simply say we are going to file it, it perhaps should be an act on which we really made no decision, or made a decision which would seem to be ruled on, and therefore the purpose of it is to say that we have considered it, are of the opinion we cannot meet it, and therefore reject it.



The CHAIRMAN: Mr. Bell, have you a motion?

Mr. BELL (*Saint John-Albert*): I do not want to be difficult here; Mr. Smith has supported me. I feel the indication will be given, if we file it or lay it on the table, and we do not have to express ourselves in this redundant way.

The CHAIRMAN: The motion by Mr. Bell, (*Saint John-Albert*), seconded by Mr. Smith: that the letter identified as signed by Mr. Barry MacDonald dated June 30, addressed to myself, from the board of directors, be filed.

Mr. CHAMBERS: Before the motion is put—I am not making another motion; it is not possible at this time, but perhaps as a suggestion of the method of dealing with it, that the chairman be requested to advise the board that the committee cannot vary its motion, based on your ruling. This might be another way of dealing with it.

Mr. FORTIN (*Interpretation*): Mr. Chairman, there are so many motions that my head is swimming with them and I do not know quite which one to speak to. But the request of Mr. Pickersgill to adjourn the question—the request put by the C.B.C. to consider our request—leaves the impression that the sole object is to delay the production of the documents. It is a dilatory process: the session is ending, and if we reconsider our decision I think the C.B.C. will simply gain time. The session will end without our having obtained the information required. So I am in favour of retaining the decision taken a month ago.

Mr. PICKERSGILL: Mr. Chairman, since my name has been directly called into question, I do think it is an extraordinary thing for any member of the majority—

The CHAIRMAN: You realize we are on the Bell motion now?

Mr. PICKERSGILL: Exactly; and I am opposed to it. I intend to vote against it; I think it is a gross discourtesy to a body set up by parliament last session for the purpose of directing the C.B.C. This committee was not set up for that purpose. When we had a request previously, it was only a request from management, plus some, what I thought very convincing reasons given to us by the Minister of National Revenue.

Mr. CHAMBERS: And a member of the board.

Mr. PICKERSGILL: I beg your pardon?

Mr. CHAMBERS: And a member of the board; Mr. Dunsmore also.

Mr. PICKERSGILL: And Mr. Dunsmore also. I was really disturbed. I must say the argument against the production of these documents was not as strong as I thought it should have been; but when the minister drew our attention to the fact that the C.B.C. in the near future—and speaking as a minister: a member of the government—was going to be faced with competition from private television, and there would be a situation analogous to that existing between the two railways, I thought his argument—as I said earlier—was unanswerable.

This matter went before a duly appointed board, a board that parliament provided for only last year—over my objections, I might say; but parliament did make this decision. The board was filled with appointees of the present government. Most of them, I do not think, the kind of people who would be very apt to vote for my friends. But that is irrelevant—

The CHAIRMAN: Would you stick to the Bell motion?

Mr. PICKERSGILL: Yes. So that I would have no motive except a proper one for supporting the request of the board of directors, and I support it because it seems to me that if this committee—which is, after all, a small part of parlia-

ment—were to decide on it, rather than the body parliament provided for the governing of the C.B.C., and should interfere with the internal documents, it would be a very unsound principle—and I will vote against this motion.

Mr. SMITH (*Calgary South*): Mr. Chairman, I would just like to make one very quick point. There are occasions, unfortunately, when views held by appointed bodies and the elected representatives are going to come in conflict. I maintain the principle that where public moneys are involved, those responsible to the public for those moneys should at no time be hesitant in expressing their views on any subject in relation—in this case—to the particular corporation under consideration.

For this reason I think we have every right, representing—as we do—the taxpaying public, to express our views as forcibly as we can on their behalf.

Mr. BELL (*Carleton*): Question.

The CHAIRMAN: Mr. Tremblay.

Mr. TREMBLAY (*Interpretation*): Mr. Chairman, I certainly think that once again we are faced with an attempt at diverting our attention from this matter. We asked for information some weeks ago. We still have not received that information, and we have to, apparently—we have to come out heavily in defence of our point of view, which is that we should get this information.

I maintain that we are entitled to it and that if we accept that we should reconsider the question, I think that the C.B.C. will be authorized to reconsider all the requests for information which we have already put forth and for which we still have not received the answers. I maintain that we must refuse to reconsider the matter, if the committee's judgment has any value at all, and we do not have to go back on a majority decision already taken.

Mr. CHAMBERS: Question.

Mr. TAYLOR: Mr. Chairman, I hope that the motion passes. But it is my understanding that following the passing you might be communicating with the C.B.C., indicating what has transpired today?

The CHAIRMAN: By all means, yes.

Mr. TAYLOR: At the same time, could you ask the C.B.C. to indicate when the figures might be made available?

The CHAIRMAN: The figures are ready right now; I know that.

Mr. ROBICHAUD: Mr. Chairman, the request now before us—which has been made by the Board of Governors of the C.B.C.—

The CHAIRMAN: Not the Board of "Governors",—the Board of Directors.

Mr. ROBICHAUD: —the Board of Directors—pardon me—of the C.B.C. is a very important one. I feel it is of such importance that a decision on this request should be taken by the whole house, by parliament, instead of a committee representing a very small proportion of the members of this house.

The CHAIRMAN: Ready for the question, gentlemen? The motion made by Mr. Bell, seconded by Mr. Smith, that the letter, which I identified, from the board of directors be filed.

Motion agreed to.

The CHAIRMAN: I declare the motion carried.

Mr. SMITH (*Calgary South*): I wonder if I might speak on a point of order?

The CHAIRMAN: Yes, Mr. Smith.

Mr. SMITH (*Calgary South*): You will recall I also asked for some information on the percentage of films imported into Canada, in relation to the total Canadian content. This is also a long time outstanding, and I would respectfully ask this be filed at the earliest possible date.



Secondly, sir, may I suggest—

The CHAIRMAN: Mr. Smith, that is here, and we can read it into the record, if you wish, or distribute it.

Mr. SMITH (*Calgary South*): Whether it is read into the record or distributed, is not important.

I have a second point. May I ask that at some future time the commercial head of the corporation be asked to appear, so we can examine him about the various items of information that are available?

The CHAIRMAN: Ladies and gentlemen, Mr. Nowlan will not be in town on Monday or Tuesday. I would therefore suggest, if it is agreeable to you, we reconvene this afternoon at three o'clock. Is that agreeable?

Mr. PICKERSGILL: I think before we make a decision we should know what we are reconvening for.

The CHAIRMAN: We had Mr. Fisher—

Mr. FISHER: You told us, Mr. Chairman, this would be considered by the steering committee.

The CHAIRMAN: I know but at that time I did not realize Mr. Nowlan would be available this afternoon. We can have a steering committee meeting first.

Mr. FISHER: I think we should have a steering committee meeting first.

The CHAIRMAN: We shall reconvene this afternoon at three o'clock; and we can have the steering committee meeting at 2:30 in my room.

Mr. CHAMBERS: Why not have the steering committee meeting right now?

The CHAIRMAN: We can have it right now.

Mr. MCINTOSH: May I ask what item we are on on the agenda before us?

Mr. BELL (*Carleton*): "Controversial and political broadcasting"!

The CHAIRMAN: Mr. Fisher, on a point of order?

Mr. FISHER: I gave you notice of a motion.

The CHAIRMAN: Could that hold off until this afternoon?

Mr. FISHER: Yes.

The CHAIRMAN: We have agreed—this afternoon, at three o'clock.

Mr. MCCLEAVE: On a question of privilege, could it be noted I was in attendance at Tuesday's meeting?

The CHAIRMAN: Yes, Mr. McCleave.

## AFTERNOON SESSION

THURSDAY, July 2, 1959.

3.15 p.m.

The CHAIRMAN: Miss Aitken and gentlemen, we have a quorum. Thank you for returning so promptly.

Now, I think we should go along with Mr. Fisher's motion of this morning, which was seconded by Mr. Robichaud, that Mr. Nowlan be invited to come and inform the committee on the advice he gave Mr. Bushnell on programming.

We have the Honourable George Nowlan on my right; I think most of you know him. Mr. Fisher, would you like to proceed.

Mr. FISHER: Mr. Chairman, first of all, I would like a report given to the committee as a whole, as to what the recommendations of the steering committee were in their meeting after the last sitting.

The CHAIRMAN: Possibly I should have done that. There was a division on the steering committee, pre-lunch, I think mainly because Mr. Fisher was

leaving this afternoon; I was leaving this afternoon and Mr. Smith is leaving tomorrow, and someone else was not available. The Honourable George Nowlan was not available on Monday and Tuesday.

I must admit it was a very friendly meeting. I do not think it was unanimous at any time that we call Mr. Nowlan now instead of tomorrow morning at 9 o'clock, but the majority voted that Mr. Nowlan should be called this afternoon at 3.15 p.m.

Mr. PICKERSGILL: I wonder if, Mr. Chairman, before we proceed, I could ask to have a correction made in the record of the last meeting. I did not do it this morning because I had not read it through. It is at the very end where I am reported as saying:

Then I will comply with it.

My recollection is that I said:

If this form of closure is to be applied, I will have to comply with it.

Mr. CHAMBERS: I do not recollect that.

Mr. BELL (*Carleton*): None of us recollect it.

Mr. PICKERSGILL: Well, that is my recollection.

The CHAIRMAN: Mr. Fisher, please—and gentlemen, please, quiet.

Mr. FISHER: Mr. Nowlan, section 21 of part (d) of the Broadcasting Act says:

"Minister" means the member of the Queen's Privy Council for Canada who is designated by the governor in council as the minister through whom the corporation is to be accountable to parliament for the conduct of its affairs.

Sir, I have searched through your remarks last year, when this was coming through, and I can find no real elaboration of it. I wonder if you could tell us how you interpret that phrase "is to be accountable to parliament for the conduct of its affairs"?

The CHAIRMAN: Before we get into this, Mr. Fisher, I would suggest that the Honourable Mr. Nowlan will be available for any questions that are not strictly on the motion during the estimates which are coming up some time within the next six weeks.

Hon. GEORGE C. NOWLAN (*Minister of National Revenue*): Two to three months, anyway.

The CHAIRMAN: I would appreciate it very much, and I know other members of the committee would appreciate it, if we could stick right to the motion and the motion, as you recall, is that Mr. Nowlan be invited to come and inform the committee on the *advice*—and that is in italics—that he gave Mr. Bushnell on programming.

Mr. FISHER: Mr. Minister, does that clause, naming you in the Broadcasting Act, give you the power to give advice to the C.B.C. board of directors in connection with programming?

Mr. NOWLAN: That is a legal matter on which you would have to get the opinion of the Department of Justice.

Mr. FISHER: Are you prepared at this time to make a statement in connection with this question of advice on programming?

Mr. NOWLAN: I am prepared to answer any questions which are asked of me with respect to advice which I gave to Mr. Bushnell or any other officials of the C.B.C.

Mr. FISHER: Well, do you go along again with the remarks that you made on June 23 in the House of Commons. It is at page 5041, and I quote:

I have had discussions from time to time with the manager and Mr. Quimet before his illness about various C.B.C. programs, as to



costs and so on and so forth. I do not remember discussing this particular program. If I did I expressed my appreciation of it, because it is a program for which I have had a very high appreciation. I have made no representations to the C.B.C., directly or indirectly, at any time or at any place, with respect to any program of the Canadian Broadcasting Corporation.

Mr. NOWLAN: I go along generally with that statement, yes, subject to one or two specific matters, which I would have in mind where, perhaps, I have spoken specifically about matters.

Mr. FISHER: Could I then refer you to this statement of Mr. Bushnell on page 557 of the evidence on Tuesday where he said:

In my position in the last six months—and prior to that, after the appointment of Mr. Ouimet and myself, we have had occasion to discuss matters with Mr. Nowlan, and—in my judgment—quite rightly. Mr. Nowlan has intimated from time to time some of the things that he—how shall I put it?—that he felt were not being properly administered.

I asked the question then:

You saw this question as, not one of principle but one of administration?

Mr. BUSHNELL: I do not—

Mr. FISHER: I mean, the question of Preview Commentary?

Mr. BUSHNELL: Yes.

Now, my question in this regard, Mr. Chairman, is this: in any of your discussions, to which Mr. Bushnell is referring here, you never at any time referred to programming as such; it was only in so far as costs were concerned?

Mr. NOWLAN: No, that is not exactly correct.

Mr. FISHER: Well, could you elaborate in what way you went beyond the discussion of costs?

Mr. NOWLAN: Yes, I could give some examples with respect to that.

There was a case a little while ago—I am not sure whether you would call this programming, or what the exact definition of it would be—but I was approached by a colleague of mine, the Minister of Citizenship and Immigration, with respect to a proposal to bring in from Europe a person who had been refused a visa by the Department of Citizenship and Immigration because that department considered this person undesirable. I prefer not to give the name. I can, but I think Mr. Pickersgill will remember that it is a principle in the department not to give individual names, and I prefer not to do so.

In connection with this particular program, the director wanted to bring this person in for an interview because he said he thought it would be interesting for the people of Canada. I dare say it would be; but I thought the cost of bringing him in was something at which management might take a look. But it was beyond that stage when it came to my attention, because the producer had said, if you do not give a visa to bring him into Canada we are going to bring him into New York, and we believe we can get him by the American immigration officials; and we will bring him into New York and “pipe” him from New York to the C.B.C. and you will have to carry the program anyway.

As I said, this representation was made to me by my colleague, the Minister of Citizenship and Immigration, and reinforced again by very prominent officials—I do not want to involve the names of civil servants—in the Department of External Affairs, officials in whom everyone here in this room would have the utmost confidence, who thought this would be a very bad thing to do.

I passed the information on to Mr. Bushnell, and I told him this representation had been made to me and I asked him to give it very careful consideration, because I thought this was a matter where a producer of the C.B.C.

was defying the government and involving the taxpayer in very unusual expenses in order to produce this program. As a result of my statement to Mr. Bushnell that particular interview was cancelled and that person was not brought from Europe.

Then we have the case—it is a matter which probably should not have got in the press, and frankly I do not know just how it got there—but it has been referred to on various occasions as the case of the Algerian. You can call it the Algerian case, where I received a call from the Under Secretary of State. The Prime Minister being absent, I received the call from the Under Secretary of State, Mr. Norman Robertson, who informed me that the French ambassador, or the ambassador of the Republic of France, had called on him that afternoon and protested about a proposal of the C.B.C. to interview certain persons. I do not know their names. All I know is that they were representatives, presumably of the Algerian so-called government—or I presume the president called them rebels, I am not sure—and at the same time our ambassador at Paris had been called in by the Prime Minister of the French republic. An official protest had been registered with our ambassador about our proposal to interview these people.

I again called Mr. Bushnell and told him of the representations which had been made to me. Mr. Bushnell said—and I remember there was no hesitation—if the representations are coming at that level the interview will not take place. It was only two days later when Radio Canada, Montreal, carried the same program, but with a different individual, which I again discussed with Mr. Bushnell and said that I thought that was an example of loose management and defiance of management in the organization.

Also, I discussed the Madame d'Youville case with him, because I had said in the House of Commons I had no warning of this. Usually I speak without considering or preparing any statement and, you may remember, I was asked about that matter in the House of Commons and I said disciplinary action would be taken. Afterwards, I was asked by Mr. Bushnell what I meant by disciplinary action and, as I recall it, I said "I think the people responsible for it should be fired." He was quite shocked at that.

Mr. FISHER: Could you give us the date of that?

Mr. NOWLAN: I cannot remember. If you would look up *Hansard* you would find it. It was within twenty-four hours after I made the statement in *Hansard*. Mr. Bushnell said he did not think that could be done. I remember asking him: "has anyone ever been fired in this organization for disciplinary purposes?"—and he said he thought the last one was in 1942. I said that perhaps it was time somebody else was fired around here, to put some discipline in it.

Now, there have been several cases like that.

I have a case in connection with the financial side. As you know, under the act, I have to recommend,—and I changed this myself, or, at least, the government did. Under the old act, as I recall it, anything over \$25,000 had to be recommended by the minister. The act was changed last year, I think to \$100,000.

But, in dealing with leases, any lease over five years had to be recommended by the minister.

I was presented a paper some months ago, in March or April, wherein I was asked to sign a submission to lease what they called an audience participation studio in Montreal for a ten-year period at a rental of \$62,000 a year. I told Mr. Bushnell that I thought that was too much money to pay for a theatre. I will be frank and try to recall what I said—"for people who wanted to get in out of the rain, to go in and watch a show". I asked him if it had been referred to the directors and he said no. I said I would not sign it and that that was a matter he had to discuss with the directors. They had powers in connection



with financial control and this matter had to be recommended by the directors before I signed it; and I have to give it consideration, even after that. The matter was referred to the directors and I have not heard anything more about it since.

Now, there have been a dozen cases such as that—speaking freely, probably ten or twelve in all.

Mr. Bushnell and I have been very close. We have talked freely and met two or three times a week in discussing the affairs of the corporation; these are some of the matters we have discussed.

Mr. FISHER: Mr. Chairman, did the minister make only one reference, in his conversation with Mr. Bushnell, to firing?

Mr. NOWLAN: I think that is the only reference I made to firing.

I remember once I told him, in dealing with some of these cases where I thought the thing was very loosely run, that the C.B.C. reminded me of a cabbage patch, with a great lot of heads, and each one trying to get bigger than the other—and you know what happens when they get too big, they burst.

Mr. PICKERSGILL: Not roll?

Mr. NOWLAN: No, not roll.

Mr. FISHER: Did you consider at any time under the legislation that your representations in these matters could have been taken to the board of directors as a whole?

Mr. NOWLAN: That was a matter for management and not for me. I discussed these matters freely and in a friendly and frank way with Mr. Bushnell and Mr. Ouimet, before his illness, time and time again. I never gave him any suggestion of what I thought he should do; never gave him any direction; never gave him or Mr. Ouimet, or any other officer of the corporation, any instructions whatsoever. I said: "these are matters to which I think you should give consideration and apply your best judgment to them". And, very often, as in the case of this Algerian matter, I was told afterwards that Mr. Jennings knew nothing about it and things were being done without any references, presumably, to the directors in Ottawa. I think it was on that occasion when I referred to the cabbage patch; but I may have more than once.

Mr. FISHER: You would reconfirm today what you said in the house on June 23, and I quote from page 5040:

I knew nothing about it—

The CHAIRMAN: That is page 5040 in what?

Mr. FISHER: In *Hansard*.

I knew nothing about it until this morning, when I heard on the radio that this decision had been made. That was the first intimation I had of it, and I also heard of the resignations.

The CHAIRMAN: Is this on the Algerian question?

Mr. FISHER: No, on Preview Commentary.

Mr. NOWLAN: That statement is correct.

Mr. FISHER: Have you read the evidence that Mr. Bushnell presented to the committee on Tuesday?

Mr. NOWLAN: Well, it all depends on how you spell "reading". I got a copy of it after lunch and I have glanced over his evidence. If I was speaking as a lawyer I would not say I read it, but I have looked at it.

Mr. FISHER: Could you give us an explanation as to why Mr. Bushnell used the expression in connection with the withdrawal of Preview Commentary that "heads will roll"?

Mr. NOWLAN: I cannot give any explanation whatsoever of that.

Mr. FISHER: You cannot give any explanation as to how he came to that conclusion? You have no idea how your name came to be included as one of the heads that would roll, either in communication with Mr. Jennings or Mr. Walker?

Mr. NOWLAN: I do not. I must say that I wondered if that was a threat or a promise, because certainly there is nothing I would rather do, frankly, than be rid of the responsibility of reporting to parliament for the C.B.C. I told Mr. Bushnell that on many occasions, and I told him I was going to try to get the Prime Minister to appoint someone else because I was sick and tired of these criticisms coming in from all over the country, from members of parliament, from my colleagues, and from the public generally. I said that life was too short to be bothered with this thing and that I was going to get out of it. So, as I said, if that is a promise, I hope it is fulfilled.

Mr. FISHER: When you referred to your colleagues, whom do you mean?

Mr. NOWLAN: My colleagues in the cabinet and in the House of Commons and, probably, including yourself.

Mr. FISHER: Did you ever take any of these representations on programming from your colleagues to Mr. Bushnell?

Mr. NOWLAN: Not in any specific way. I may have mentioned, and I undoubtedly have, many programs, sometimes commending him and sometimes criticizing him. I may have given my own personal opinion, and may have said: my colleagues are sore about this or irritated about that, or did appreciate that, or something of that kind. I have no power with the C.B.C. I am in the unfortunate position of receiving a lot of blame and having no responsibility for anything.

The CHAIRMAN: Mr. Pickersgill knows what you are talking about.

Mr. NOWLAN: We may have told him.

Mr. PICKERSGILL: I had responsibility too.

Mr. NOWLAN: I have, too, as Minister of National Revenue but not as the minister responsible for whatever comes up in respect of the policy of the C.B.C.

Mr. FISHER: Does the minister remember the discussion last year in respect of the Broadcasting Act relative to the possibility of political interference with the C.B.C.?

Mr. NOWLAN: I remember the act and the discussion. I do not remember any specific statement. I remember such matters being discussed ever since I recall there being a C.B.C.

The CHAIRMAN: Would you rather hold this until the estimates are up in the house.

Mr. FISHER: Do you remember making this statement:

As the bill stands, the president and the vice-president are members of the board of directors. They have their associates there and, to use an expression used yesterday, they are insulated as far as it is humanly possible to do so.

Do you still subscribe to this, that they are insulated as far as it is possible to do so?

The CHAIRMAN: From what page are you reading?

Mr. FISHER: From *Hansard* of August 26, 1958, at page 4137.

Mr. NOWLAN: I would subscribe to that, I think. There is the word, "insulate", or "insulation". In referring to interference in any way, shape or form I would subscribe to it entirely one hundred per cent.

Mr. FISHER: At any time after June 23 when you made your statement in the house, did you have any further discussions with Mr. Bushnell or



any other member of the C.B.C.'s board of directors on this question of resignations or the question of the board changing its decision to put the "commentary" back.

Mr. NOWLAN: When was June 23?

Mr. PICKERSGILL: The day the committee was in Toronto.

Mr. NOWLAN: I had a discussion with some members of the board of directors on the morning of the twenty-third—no.

An hon. MEMBER: The twenty-fourth?

Mr. NOWLAN: Yes; I remember seeing Mr. Halpenny's picture in the paper. That is the only reason I could fix the date. I saw the chairman's picture in the paper as having been interviewed. This was on the morning I arrived. If you were there on the twenty-third, then I was there on the twenty-fourth. I was on my way to St. Catharines to a taxation conference. I met some of these directors and discussed the situation generally; but I had no discussion whatsoever about changing any decision. I did not know a thing about it until I got on the train that night, having bought the next morning's *Globe and Mail*. That was when I read that this decision had been taken.

Mr. FISHER: That is the decision to put the program back on the air?

Mr. NOWLAN: Yes.

Mr. FISHER: You at no time in discussion with the board of directors suggested it should be left on the air or taken off?

Mr. NOWLAN: I had no discussion about it. I took it that this decision had been made by management. I was trying to get information about this matter of the resignations and it was just a general conversation over a cup of coffee. Then I proceeded on to St. Catharines.

Mr. FISHER: I will repeat the former question I asked. There is no way that you can see that Mr. Bushnell got the idea in his head, that his head, your head and that of Mr. Ouimet would roll if this program were not taken off at a definite time?

Mr. NOWLAN: As I said before, if he had the idea my head would roll vis-a-vis the C.B.C., then I hope he is correct. As far as any inference that his head or Mr. Ouimet's or anyone else's is concerned he did not get it from me. Going back over these other occasions, like the Algerian matter, the Mother d'Youville question, the case of the person being brought in from Europe and also the background of the strike, where I was told afterwards if they had exercised any control here the strike would not have happened, I probably told them, "You had better tighten up this organization or something will happen to somebody around here." I do not make any bones about probably having said something like that; but in respect of having made reference to it in connection with some particular program, I never did.

Mr. FISHER: Is it possible Mr. Jennings might have interpreted what you said to apply to that particular program?

The CHAIRMAN: Do you mean Mr. Jennings or Mr. Bushnell?

Mr. FISHER: Mr. Bushnell.

Mr. NOWLAN: I cannot tell you anything about his interpretation.

Mr. FISHER: In relation to the question of heads rolling, is it true that the only way the heads would roll, in view of the clause in the act on good behaviour, would be if the government would make a recommendation to the house and show cause.

Mr. NOWLAN: I have never had any reason to check on that matter, and study it, and I cannot tell you.

Mr. FISHER: In other words, you had not thought out the corollary of the remarks you made about firing?

Mr. NOWLAN: I was thinking of the persons underneath responsible, presumably, for certain aspects of management who, apparently from things coming to me from time to time, were very lax in their administration; and I told him he better tighten up.

Mr. FISHER: Do you still hold that view?

Mr. NOWLAN: Yes.

Mr. FISHER: In other words you believe that there should be firings in the C.B.C.?

Mr. NOWLAN: I do not know about firing. I think there has to be a tightening up of administrative control.

Mr. CHAMBERS: I take it Mr. Nowlan in his answer to Mr. Fisher said that he did not at any time say anything to Mr. Bushnell which would lead him to believe he would be fired if Preview Commentary specifically was not cancelled.

Mr. NOWLAN: That is exactly right. I did not infer that to Mr. Bushnell or Mr. Ouimet by saying that in any shape or form.

Mr. CHAMBERS: Did Mr. Bushnell ever report to you that anyone else had threatened in such a way?

Mr. NOWLAN: No.

Mr. CHAMBERS: As the minister reporting for the C.B.C., would you expect that Mr. Bushnell would report any such occurrence to you?

Mr. NOWLAN: Mr. Bushnell and I, ever since Mr. Ouimet's illness, have carried on frank and free discussions two or three times a week, although not every week; sometimes we would not meet for two weeks. There is no doubt in my mind that if anything like that had been said to Mr. Bushnell he would have mentioned it to me. He never mentioned it in any shape or form.

Mr. PICKERSGILL: I have one or two questions. Mr. Chambers has pretty well cleared up the point on which I was going to question Mr. Nowlan. I will review it very briefly. It came out in the evidence on Tuesday. It came out in the evidence on June 11 that the question of taking this program off the air first came up in the C.B.C. and that Mr. Peers was summoned to Ottawa and was told about this on the fifteenth by Mr. Jennings, and that for the balance of that week right up until Sunday evening, the twenty-first, this matter was a matter of discussion, or lack of discussion, between management and the employees, and that the program was finally taken off beginning the twenty-third. Mr. Nowlan told us he never heard anything about this at all until the morning of the twenty-third.

Mr. NOWLAN: Yes.

Mr. PICKERSGILL: He told parliament that.

Mr. NOWLAN: Yes.

Mr. PICKERSGILL: The question I wanted to ask Mr. Nowlan is—I think Mr. Chambers has asked it but I would like to repeat it—during that whole period from June 11 until June 23, Mr. Bushnell never suggested to you at any time he felt his position was in jeopardy?

Mr. NOWLAN: Never.

Mr. PICKERSGILL: And he never at any time during that period mentioned the program Preview Commentary to you?

Mr. NOWLAN: To the best of my recollection I think that is correct.



Mr. FISHER: In the representations that you received from your colleagues, was there any specific mention that you recall of the program Preview Commentary?

Mr. NOWLAN: I think there probably was from time to time. There was specific mention of many programs.

Mr. FISHER: But did you, in turn, pass on the representations on that specific program to Mr. Bushnell?

Mr. NOWLAN: In this way I did. In the office we followed the practice in respect of all letters of criticism or praise of a program—and often there were both on the same program, some criticizing and some praising—we followed the practice, and still do, of sending the letters on to the C.B.C. management for their attention and such action as they see fit. We have a special form letter and a girl who does nothing else but type these out and send them over to the C.B.C. management. So I have undoubtedly sent many letters to the C.B.C. management, some criticizing and others praising.

Mr. FISHER: Were any of those letters written in a formal way from members or from your colleagues in the cabinet?

Mr. NOWLAN: As far as I know I have never received a written representation in any way, shape or form from any of my colleagues in the cabinet in respect of any aspects of the C.B.C. programming, or otherwise, except a formal letter from the Minister of Finance dealing with the budget and asking me to scrutinize it carefully, and so forth.

Mr. FISHER: I bring this name up because it has been brought up in the house and in committee. Have you any information of Mr. Grosart ever giving any views on Preview Commentary to Mr. Bushnell?

Mr. NOWLAN: I have no information on that. I can tell you this: when I heard of this thing, the charges of clandestine political interference or influence, or whatever the term may be watered down to by now, I was shocked because I thought if there was one person who had honestly stood against any political influence it was myself and my colleagues.

I heard from some of my friends in the press gallery that the rumour was Mr. Grosart had done this and I phoned Mr. Grosart. I did not believe it, but I wanted to verify it in my own mind. I telephoned Mr. Grosart and he said at no time did he make any representation to Mr. Bushnell in respect of this or any other program on the C.B.C.

Mr. FISHER: You were invited here to give us information on the advice you had given to Mr. Bushnell. At the time the new act was being introduced in the house last year, you said one of the duties, or you suggested one of the duties of this committee would be to review the legislation in so far as the C.B.C. board of directors was concerned and how it is working. In the light of this situation and the misunderstanding about the advice, are you of the opinion that that should be one of the prime functions of this committee? I am asking this partly as a member of this committee to find out whether this is actually working at the present time in so far as the C.B.C. board of directors is concerned.

The CHAIRMAN: Mr. Fisher, I do not know how you got the "advice" in there. I think that is a question for the estimates. Could you reword it?

Mr. NOWLAN: I will answer it in thirty seconds. I think it is the function of this committee to make recommendations on anything it sees fit in respect of legislation, administration or otherwise. Quite frankly, I would hope that all members of parliament in this room would agree with me this is not the time at the end of a session, if we want to get home some time, to introduce any amendments or any recommendations which might involve amendments,

if the government decided to introduce amendments accordingly. In other words, I hope this session will conclude without any more legislation on the order paper, in any event, in respect of the C.B.C.

Mr. FISHER: Aside from the conversations in Toronto, how many conversations have you had in concert with the C.B.C. board of directors as a group on the relationship of you as the minister to the C.B.C. and the board of directors. I ask this as a matter of information.

Mr. NOWLAN: I do not think there have been any conversations in respect of our relationship, although that is a very general phrase. I remember on more than one occasion, when the directors or some of them have asked me what I felt should be done and I have told them that is a matter for the corporation. I looked to the corporation as being management plus directors. I was not telling them what they should do. They made recommendations. It would be up to me and the government as to whether or not they would be implemented.

Mr. FISHER: On this particular point, do I understand that any advice you gave to Mr. Bushnell would go to the C.B.C. board of directors?

Mr. NOWLAN: I do not agree with your word "advice", although I have been going along with it because it was used in the evidence. I think it was between you and Mr. Pickersgill, and Mr. Pickersgill suggested the word "advice".

Mr. PICKERSGILL: It was Mr. Fisher.

Mr. NOWLAN: As I have said, there have been conversations time and time again, if you want to call that advice.

Mr. BRASSARD: Mr. Chairman, may I ask my questions in French?

The CHAIRMAN: By all means.

Mr. BRASSARD (*Interpretation*): Mr. Chairman, if the honourable minister would be good enough to enlighten us on the two following questions I would very much appreciate it. The first question is, I find it hard to understand that the C.B.C. has taken back three gentlemen who had put out accusations to the effect that the independence of the C.B.C. was in jeopardy. If the accusations were not founded, there should be disciplinary measures taken against them. If, on the other hand, they were in fact founded, then I am surprised, in either case, that the three employees were allowed to go back to work.

The second question is, the decision of the administrative council—

The INTERPRETER: I suppose that is board of directors.

Mr. BRASSARD: Yes.

(*Interpretation continued*): —to reverse the decision of Mr. Bushnell was taken late in the afternoon of June 24. The same evening on the eleven o'clock program Mr. Bushnell had pointed out at this stage—I am not quoting his words verbatim but in substance—that if the decision he had made to drop the program had not been reversed by the board of directors it would not have been possible for him to continue his work. I would appreciate it if you would enlighten us on these two questions.

Mr. NOWLAN: The taking back of the three men, or their return to work if they have returned, is a matter of which I first heard this morning again in the *Globe and Mail*. I had no knowledge of it whatsoever. It is a matter of decision of management and, apparently in this case, I would take it it was a decision of Mr. Walker himself. I do not know whether or not he confirmed it with Mr. Bushnell or whether he made this decision on his own. That is a matter I will find out about when I have an opportunity of getting in touch with Mr. Bushnell.



I am not quite clear on your reference to the board of directors' decision to revoke the decision made by Mr. Bushnell. I understood from conversation with one of the board members—I think it was Mr. Dunsmore—and I read their statement as well, that they felt this statement had been misinterpreted, that the inference of political pressure was there and apparently had been propagated by some people, and rather than have that impression linger, the best way to deal with it was to reverse the decision and reinstate the program. I knew nothing about that until I read about it in the paper. This is the first time I have heard of Mr. Bushnell's statement that his position would be impossible, or something to that effect, if that decision had not been reversed. I remember reading in a press statement that Mr. Bushnell said he accepted the decision of the board of directors as, of course, he naturally would accept the decision of the board of directors, because they are his directors. That is all I know of the question.

Mr. ROBICHAUD: Mr. Chairman: Mr. Minister, I understood you to say a while ago that you had received no written statement from your colleagues in the cabinet complaining about certain programs. Did you receive, at any time, statements or representations by individual members on the government side, or by a group of members, commenting on certain programs of the C.B.C. and complaining about news commentators?

Mr. BELL (Carleton): What about the opposition side?

Mr. ROBICHAUD: This is my question.

Mr. NOWLAN: I have received statements; I have received no representations. I have received nothing in writing from anyone, any of my colleagues or anyone, at any time. I have heard statements by various members of the House of Commons—I think representing all political parties—criticizing some programs and commending others. I have never received anything that you could construe, even by a stretch of the imagination, as a representation.

Mr. BELL (Carleton): Did you ever hear of a statement by Mr. Fisher on the use of press gallery members on programs?

Mr. ROBICHAUD: I have not finished my question. Did you receive any representation from a group of members stating that there were a few favoured commentators who were appearing very frequently on the C.B.C. in Montreal?

Mr. NOWLAN: No, I have never received any representation from any group as such. I have received representations from individual members to that effect from time to time in the lobby and meeting them casually in the House of Commons, or something of that kind. But no group—no two—ever spoke to me in concert about any of these things.

Mr. ROBICHAUD: I understand you said you had received representations from individual members—

Mr. NOWLAN: Individual members is correct.

Mr. ROBICHAUD: Following such representations from individual members, did you transfer those recommendations to the officials of the C.B.C., or to the management?

Mr. NOWLAN: I cannot answer that question specifically. I have discussed—as I said—time and time again all the problems about the C.B.C. with Mr. Bushnell—formerly with Mr. Ouimet—and I have not any doubt that from time to time I have said that some of the members were complaining about this, or criticizing that.

Mr. ROBICHAUD: So I understand from your reply that at no time you referred to the C.B.C. representations which had been made, even by individual members, complaining about certain individuals being used too often as news commentators?

Mr. NOWLAN: I have just told you that I have discussed these matters with them. I never made any representation about a name. I have heard some of my colleagues criticize Mr. So-and-so, unfortunately. I have not listened to Radio Canada, and I did not know the names; I have forgotten them—but I have undoubtedly told them some of the members were complaining about some people being used too often. I have said that several times, probably—as I have said it, too, about Englishmen, as far as that is concerned. That was part of these general conversations that we would have.

Mr. ROBICHAUD: I do not know if you have to answer these questions. But when you mentioned such cases to the management of the C.B.C., was any investigation held and did you receive any reply?

Mr. NOWLAN: Never. I do not know about the investigation—I never received any reply; I know that.

The CHAIRMAN: Gentlemen, can we excuse our committee member as a witness?

Mr. PICKERSGILL: I have one more question, Mr. Chairman.

The CHAIRMAN: Mr. Taylor is first.

Mr. TAYLOR: As long as you have to answer to parliament for the operation of the C.B.C., and as long as the government subsidizes the C.B.C. to such an extent, I presume there will always be political interference—proper interference—in the C.B.C.?

Mr. NOWLAN: There has never been any interference, as far as I know, in any way, shape or form.

Mr. TAYLOR: Meeting of minds?

Mr. NOWLAN: There has been no meeting of minds. I have conveyed—as I said—every complaint I received in writing to the C.B.C. I undoubtedly have conveyed some—in general—of the verbal representations that I have received.

Mr. TAYLOR: I do not mean of an improper kind at all; I mean, there must always be meetings with C.B.C. officials, for one reason or another, where the government is subsidizing this corporation to such an extent?

Mr. NOWLAN: There are meetings constantly, because we get these representations and recommendations. I have given one—this question of the theatre. I have had a score of them that I have called up about and said, "I want to get more information on this" and asked them to come up and talk to me.

Mr. TAYLOR: It could not be otherwise, could it?

Mr. NOWLAN: It has not been otherwise; and it could not be, unless the minister is simply going to be a rubber stamp and pass things on—which I have not been.

Mr. McINTOSH: Mr. Minister, you said you were the minister responsible to parliament for the C.B.C.

Mr. NOWLAN: I do not think I said that: Mr. Fisher quoted from the act.

Mr. McINTOSH: To what degree does your responsibility extend: is it financial only, or is it for external affairs and internal affairs?

Mr. NOWLAN: I wish somebody could answer that question for me, so I would know. It is a question that has bothered me a great deal. I feel it means the ordinary common sense, that parliament is going to vote money for the C.B.C.—parliament—and I have to pilot the estimates through the house; and if I do not deal with complaints which I receive and I do not answer questions which are asked of me by members of the house, I can expect a pretty tough time from the members when I have to come before them and say, "Please give us \$X million".



I have tried to deal with all questions and, in general, to report to parliament and to individual members in any connection on questions they raised with me about the corporation.

Mr. McINTOSH: Then what is the proper procedure for, say, the Department of External Affairs to protest in regard to a situation such as you mentioned, the Algerian affair, if it is not through the minister responsible to parliament?

Mr. NOWLAN: I am not an authority on international law or protocol respecting departments. Mr. Norman Robertson—one of the most senior and experienced officials in government service—if he had thought it proper, would have phoned me through his minister; but his minister was out of town that afternoon. The Prime Minister was at that time acting Secretary of State for External Affairs, and if the Prime Minister had called me, that, to some, would seem direct political interference; but Mr. Robertson called me—and that may seem to some to be indirect political interference—and asked me to consider it. I said, "All I can do is to pass this on to the management". It was then about half past five, I think—I had been in a cabinet meeting—or it was near six o'clock, and I said I did not know whether I could get Mr. Bushnell or not. But he, being a pretty hard working man, was still in his office and I got him at about a quarter to six. And that was about the end of it, as far as I was concerned.

Mr. FISHER: You said the relationship between you and the C.B.C. should be one of common sense?

Mr. NOWLAN: I was speaking of parliament, members of parliament, in reporting. That is what I understood Mr. McIntosh's question to be. And I would certainly hope my relationship with C.B.C. is one of common sense too.

Mr. FISHER: You have said today you feel, and have expressed to management the opinion that there should be shake-ups lower down?

Mr. NOWLAN: I feel there should be more discipline, yes.

Mr. FISHER: Have you never made a suggestion recently that there should be shake-ups higher up?

Mr. NOWLAN: No, never.

Mr. FISHER: In what way—in the point Mr. McIntosh raised—have you noticed a difference in your relationship to the C.B.C. under the new legislation, as compared with the old—that is, with Mr. Dunton?

The CHAIRMAN: Just a moment; that has nothing to do with it.

Mr. FISHER: It has just as much to do with it as Mr. McIntosh's question.

Mr. PICKERSGILL: I think I must protest on Mr. Fisher's behalf. Mr. McIntosh went much further.

The CHAIRMAN: Would you like to take the chair, Mr. Pickersgill?

Mr. NOWLAN: I did not realize there were any implications: apparently there was a land-mine buried in Mr. McIntosh's question, the significance of which I did not get. But the difference in relationship is purely one of personalities; that up to the—I am speaking subject to correction and going back a week or two weeks, or something of that kind; but my recollection is that Mr. Dunton retired as chairman of the board and, to a certain extent, the general manager—because he was the one with whom I dealt prior to his resignation—and I think that took place just about the time the new legislation came into effect. You have the record in front of you.

Mr. PICKERSGILL: Just before it was introduced.

Mr. NOWLAN: Just before it was introduced. I had discussed the legislation with Mr. Dunton on numerous occasions. Our relationship was a warm, friendly, personal relationship with a man for whom I had—and still have—a

tremendous regard, and there is no need to amplify that; everyone in this room, I think, knows that his resignation had nothing whatever to do with the government in any way, shape or form. I regretted it very much.

Just about that time the new legislation came in, and after that I dealt with Mr. Ouimet and occasionally—but very occasionally—with Mr. Bushnell, as the vice president, until Mr. Ouimet was taken ill. That is the only change that the legislation brought. Davey—Mr. Dunton—and I talked things over just as frankly and just as fully in the past up to the night of his retirement. I remember the newspaper story which said he turned the key in the lock at nine o'clock at night. I remember the occasion. He came in to see me just before he retired—and we worked very closely together. I never said anything to Mr. Bushnell or to Mr. Ouimet of a different character, a different nature, or a different tone than I used to Mr. Dunton.

The CHAIRMAN: I think you have saved a lot of time on your estimates, Mr. Minister.

Mr. FISHER: I would like to ask Mr. Nowlan the same question I asked Mr. Bushnell on Tuesday. It is on page 562:

In the evidence we have had from Mr. Walker and Mr. Jennings the indications are that they relayed to these persons the idea that there was political influence brought to bear. Do you agree that they could have taken that quite honestly from what was relayed to them?

Mr. NOWLAN: I have not any idea what was relayed to them.

Mr. FISHER: I was assuming you had read the evidence given by Mr. Walker and Mr. Jennings.

Mr. NOWLAN: I still have not any idea what was relayed to them.

Mr. PICKERSGILL: Mr. Chairman, I would like to draw Mr. Nowlan's attention to the question asked by Mr. Brassard at the bottom of page 561 of the evidence, and perhaps the simplest thing would be just to read that question.

The CHAIRMAN: A little louder, please, Mr. Pickersgill.

Mr. PICKERSGILL: Yes. Mr. Brassard said:

I would like to ask one more question. Mr. Bushnell has just told Mr. Pickersgill that in the discussion between himself and Mr. Nowlan that the latter conveyed to him the impression that many programs were displeasing to a great many people. I wonder if that precise program, Preview Commentary, had been mentioned during that discussion?

And Mr. Bushnell replied to that:

I could not truthfully answer that.

Now, I am not making anything of that answer; I recognize the atmosphere there was that day, and I am not making anything of it at all. The question I want to ask Mr. Nowlan is: since Mr. Bushnell, obviously, was answering about whether there had been any discussions, could Mr. Nowlan say whether there were—to the best of his recollection?

Mr. NOWLAN: I could almost answer the same way Mr. Bushnell did—I cannot truthfully answer. I mean by that, to be absolutely, meticulously correct. I imagine—in fact, I would be quite certain—that I have from time to time mentioned that program to him, as I did many other programs, sometimes commending it and sometimes criticizing it, and sometimes, possibly, passing on observations I had heard from others; and I do not think there is any doubt I did it. But I cannot recall any specific time or any specific comment I made with respect to it.



Mr. PICKERSGILL: Well, can you recollect any occasion on which any of your colleagues—and by your colleagues I mean your colleagues in the ministry—took exception to any of these Preview Commentary programs, to you?

Mr. NOWLAN: I cannot recall any specific one, Mr. Pickersgill. I have a feeling that probably some of them did from time to time; but I cannot recall anything. But I daresay—after all, we have been in power now for two years; we have been together for two years and there have been discussions about everything under the sun, and I have not any doubt that at some time somebody has mentioned one program or another, either commending it or criticizing it.

Mr. PICKERSGILL: But there is nothing that remains in your mind?

Mr. NOWLAN: There is nothing that remains in my mind in any way, shape or form; nothing that could be construed, by the wildest stretch of the imagination, as a representation of any sort, shape, kind or description.

The CHAIRMAN: Mr. Fisher, you have a final question?

Mr. FISHER: No. If we are through, I would just like to express our appreciation to the minister for the evidence we have had.

Mr. NOWLAN: I would express my appreciation for the fact that you have allowed me to come down here.

The CHAIRMAN: You are a member of the committee.

Mr. NOWLAN: I know that; but I was in this awkward situation—I had only been at one meeting, and that is a time which you will remember.

Mr. PICKERSGILL: On that occasion you were very convincing to the minority.

Mr. NOWLAN: I hope I am convincing to all at the moment.

The CHAIRMAN: Thank you, Mr. Minister.

Mr. NOWLAN: I want to say, I did not want to come down, walk in and start talking, because somebody would think, "Well, he must feel he has something to explain, or something to justify". This, to my mind, is something which I do not understand—somebody has made a mountain out of a mole hill; and I was very, very glad to have the committee ask me to come in so I would have a reason for appearing here and making an explanation.

The CHAIRMAN: Thank you very much, Mr. Minister. Now may we get back to the agenda?

Mr. NOWLAN: May I retire, Mr. Chairman?

The CHAIRMAN: Yes thank you very much.

Mr. PICKERSGILL: You are a member of the committee.

Mr. NOWLAN: I know; and I am also a member of some other committees.

The CHAIRMAN: There are some answers to questions. There was a question asked by Mr. Dorion on June 9. He asked if any letter had ever been written to producers at Montreal asking that loans from performers be repaid.

May I dispense with the answer and put it in as an appendix, or would you like it read?

Agreed. (See Appendix A).

The CHAIRMAN: There was also a question by Mr. Art. Smith on June 9: How much has importation of American films been reduced on C.B.C. networks and stations.

Dispense, and include as an appendix?

Agreed. (See Appendix B).

The CHAIRMAN: Then a question by Mr. McCleave on June 18. The question: overall amount paid to members of press gallery at Ottawa for contributions to national news bulletin over a period of one month. Report to cover news inserts only and to include number of contributions.

Dispense and include?

Agreed. (See Appendix C).

Mr. FORTIN: On a question of privilege, Mr. Chairman: I would like to say that on Tuesday last I was in attendance at the committee, and my name does not appear. I came in late; that is the answer.

The CHAIRMAN: We shall have it corrected.

Mr. JOHNSON: On a question of privilege, before we go further: On June 9 I asked a question on films of Mr. Bushnell and Mr. Ouimet, and it was agreed that the names of all film distributors with whom the C.B.C. had contracted for film rental or purchase for the French TV network during the years 1957-58 and 1958-59 would be given to me, together with the total amount of money paid to each company.

The CHAIRMAN: I recall that.

Mr. JOHNSON: I see here, on reading page 493 of June 22 that as appendix B there are the names of the companies, without having the amount paid to each one, which was specifically promised to me by Mr. Ouimet on June 9.

The CHAIRMAN: We shall request that again, Mr. Johnson. Is that satisfactory?

Mr. JOHNSON: Thank you.

The CHAIRMAN: May we get back to the agenda.

Mr. FISHER: What ruling did you get on my motion?

The CHAIRMAN: We have not had a ruling on it yet and the clerk of the committee has not been able to get a ruling on it. Could we hold that over?

If it is agreeable, may we get back to our agenda? There was a hold-over, as you recall—the Smith motion Part A item No. 2—on programming, the analysis of costs required by the committee. We have them here and they will be distributed. They are for the first week of March, for the English networks; the fourth week of March for the French networks. That, gentlemen, will be distributed. It will be the end of our meeting today, if it is agreeable with you all.

Agreed.

The CHAIRMAN: As I must leave for London, Ontario—

Mr. JOHNSON: When do we meet again?

The CHAIRMAN: We will reconvene on Tuesday morning at 9.30. Thank you very much.



THE FOLLOWING IS THE TEXT OF THAT PART OF THE  
COMMITTEE'S PROCEEDINGS CONDUCTED IN  
THE FRENCH LANGUAGE

ON TROUVERA CI-DESSOUS LE TEXTE DE LA PARTIE DES DÉLIBÉRATIONS  
DU COMITÉ QUI S'EST DÉROULÉE EN FRANÇAIS

COMITÉ DE LA RADIODIFFUSION

2 juillet 1959

(Page No. 575)

M. DORION: Monsieur le président, j'ai lu avec beaucoup d'attention les rapports qui ont été faits des deux dernières séances et je dois dire qu'étant avocat depuis au delà de 32 ans, jamais je n'ai vu un tel genre de preuve faite devant aucun tribunal.

Monsieur Pickersgill voudrait qu'on continue avec certains témoins qui ont été entendus l'autre jour. Or, pas un de ces témoins n'a été capable de déterminer un seul fait, d'apporter l'ombre d'une seule véritable preuve pour démontrer qu'il y avait eu ingérence politique.

Ces gens-là avaient été disciplinés ou plutôt avaient donné leur démission et, à mon humble avis, nous n'aurions pas dû nous occuper de ce problème-là. Nous nous en sommes occupés beaucoup trop, et j'invite les honorables membres du comité à lire un article très objectif qui a été publié dans le *Financial Post*.

S'il y avait une corporation au monde qui "marchait" de la même manière que Radio-Canada, alors que des employés dictent aux employeurs ce qu'il faut faire, pas une corporation ne pourrait exister pendant un an.

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(Page No. 576)

Or, nous sommes en présence d'une chicane interne et l'on veut activer cette chicane. On veut semer l'anarchie en tendant de faire revenir des témoins qui ont porté des accusations qu'ils n'ont pas été capables de prouver.

Si l'on tenait compte des qu'en dira-t-on des journaux et d'autres... vous lirez, par exemple, certains journaux de Montréal où, pendant des jours et des jours, il est dit que tel député libéral mène Radio-Canada, qu'il faut en avoir les mots de passe pour y faire entrer les employés et faire entrer un tel ou un tel sur les programmes... si nous avons suivi votre ligne de conduite, si nous avons adopté votre attitude, nous aurions relevé ces points.

Nous avons le respect de la loi, et nous avons le respect de ce que signifie le mot preuve.

A mon humble avis, cette affaire n'aurait pas dû être soumise au comité. C'était une question de régie interne, et aucune preuve d'ingérence politique et pas même l'ombre d'une preuve n'a été présentée malgré que M. Pickersgill ait posé des questions suggestives, dans lesquelles il accusait le premier ministre d'être intervenu. Il n'y a pas un tribunal qui aurait toléré cela. Et on a laissé l'impression, dans les journaux, que le premier ministre serait intervenu soit directement soit indirectement, alors qu'il n'y a pas l'ombre d'une preuve dans les témoignages qui ont été entendus, une ombre de preuve qui ait été faite à cet effet.

La seule personne qui était en mesure de répondre aux questions et la seule personne sur laquelle on s'appuyait, c'était M. Bushnell. Et M. Bushnell est venu mettre fin à ces rumeurs. Peu importe les motifs qui l'avaient inspiré et ce que pense, d'ailleurs, M. Pickersgill.

Pensez-vous que l'on est toujours satisfait des programmes de Radio-Canada? Pensez-vous que, lorsqu'on n'est pas satisfait, on n'a pas le droit de le dire? Pensez-vous que nous n'avons pas le droit de le dire, nous qui représentons le peuple? Il y a toujours une limite. Cela devient de l'hypocrisie.

Moi, je le dirai tant et aussi longtemps que je serai député, au nom de mes électeurs, si je ne suis pas satisfait de tel ou tel programme, et je ferai les représentations qui s'imposent, quand de telles représentations devront être faites, et je ne pense pas manquer à mon mandat en agissant ainsi. Je ne demande pas qu'on se débarrasse des individus, mais il y en a qui se permettent d'émettre des opinions et qui tout de même sont payés par l'État.

Je crois que cette motion-là est absolument "hors d'ordre", que cette demande est absolument "hors d'ordre".

Et d'ailleurs, comme M. MacIntosh, l'a dit, le "steering committee" ne peut pas nous imposer quoi que ce soit. Il peut prendre des décisions, après quoi le comité décide, et je trouve que cela fait assez longtemps que l'on joue son petit jeu ou que l'on prend l'allure de gens qui n'ont rien à voir là-dedans, qui ne peuvent toucher à cet organisme, alors que nous sommes appelés à voter 57 millions de dollars ou 63 millions de dollars pour faire jouer cet organisme, pour faire "marcher" cet organisme, où des gens qui n'ont aucune espèce de responsabilité vis-à-vis le peuple ont le droit de dire tout ce qu'ils pensent et tout ce qu'ils veulent, de ces gens qui ne pourraient même pas se faire élire comme bedeau dans leur paroisse.

Vous verrez les journaux de Montréal et vous verrez quels sont les députés libéraux qui, chaque jour, sont pris à partie.

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M. TREMBLAY: Monsieur le président, à ce sujet-là, je voudrais moi aussi exprimer mon opinion. J'ai contrairement à mon habitude, gardé le silence l'autre jour à l'occasion de l'enquête des trois témoins qui étaient présents. J'ai gardé un silence respectueux, qui est devenu vers la fin un silence amusé.

Je crois qu'il y a eu, au départ, une erreur en laissant le comité de la radio inviter ces messieurs à comparaître. Nous nous étions entendus au départ sur un ordre du jour que nous avons accepté ici, lequel nous devons suivre dans les délibérations du comité.

Nous nous étions aussi entendus pour ne pas entrer dans le domaine des personnalités, et toutes les tentatives qui ont été faites à cet égard ont été immédiatement considérées comme "hors d'ordre" par le président.

Nous avons entendu trois témoins: d'abord, M. Peers représentant lui-même, M. Gillis et M. Trotter qui ont été incapables de prouver ce qu'ils devaient prouver. Nous avons ensuite entendu M. Walker, M. Jennings. Je ne sais pas pour quel motif ils ont, en définitive, fait une charge contre M. Bushnell en rapportant ses propos d'une façon que je ne veux pas ici qualifier.

Il y a eu ensuite M. Bushnell qui a fait une dénégation catégorique, disant qu'il n'y avait pas eu d'ingérence politique d'aucune sorte. Je crois que nous aurions dû nous en tenir là...

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M. TREMBLAY: Ça se trouve, monsieur Pickersgill.

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Alors, monsieur le président, depuis ce temps-là, les trois personnes intéressées ont été réinstallées et je ne vois pas pourquoi nous poursuivrions l'enquête, sinon pour savoir les vues de certaines personnes qui ont manifestement des intentions démagogiques. Ces personnes prennent le prétexte de la liberté de parole, de la liberté d'expression pour faire diversion, pour entreprendre une tentative de diversion qui a comme but de faire oublier les fins véritables de la radio, lesquelles fins sont pourtant de faire enquête sur l'administration de Radio-Canada, en tant qu'elle appelle des demandes de crédit.



Ce qui nous intéresse, nous, c'est de savoir comment est administré l'argent que nous remettons à Radio-Canada ou que nous votons à Radio-Canada.

Je dois exprimer ma désapprobation au sujet des réponses que nous avons reçues à date, lesquelles ont été vagues. On nous a traités très souvent avec insolence. C'est ainsi, par exemple, que lorsque j'ai demandé à un officier de Radio-Canada quels étaient les critères de la Société en ce qui concerne les programmes d'éducation, on m'a répondu d'une façon vague et d'une façon insolente.

Je viens au point, monsieur Robichaud. Soyez sans inquiétude. On allègue aussi le danger qu'il pourrait y avoir à Radio-Canada, du fait de cet incident qui est survenu de la démission des trois messieurs dont j'ai parlé plus haut; on allègue un danger, mais je crois que le grand danger qui guette Radio-Canada, c'est le danger d'incompétence et c'est ce que nous essayons de voir au comité, c'est ce que nous devons essayer de voir.

Je crois que le fait d'interroger plus longuement d'autres témoins, les témoins que nous avons interrogés et d'autres témoins, ne prouverait absolument rien de ce qui a été établi lors des dernières réunions du comité. Je ne vois pas du tout ce que l'on pourrait prouver, sinon des oui-dire, comme on l'a fait avant-hier.

Pour ma part, je suis opposé à ce que l'on poursuive l'enquête, non pas en principe,—si l'on avait le temps, je ne verrais aucune sorte d'objection à ce que l'on poursuive l'enquête, mais comme le temps qui nous est alloué avant la fin de la session est limité, il faut donc alors se limiter.

(Page No. 581)

M. ROBICHAUD: Il reste encore un mois.

M. TREMBLAY: C'est bien peu, monsieur Robichaud, un mois pour aller au fond de Radio-Canada. Alors, je crois que nous devrions disposer de l'ordre du jour.

Si, j'en suis absolument positif, cette enquête du comité, s'il est permis de la continuer, d'aller plus loin dans l'enquête qui a été commencée, je ferai moi-même la demande pour que l'on fasse enquête sur certains aspects de Radio-Canada, réseau français, et que des gens qui ont la responsabilité de l'information publique et de ce que l'on appelle l'éducation populaire, si nous voulons procéder, si, en dépit de l'opposition de certains membres du comité, on veut poursuivre plus loin, je ne m'opposerai pas, mais il faudra que ces gens-là soient entendus.

Mais, par exemple, je me réserve le droit de demander que soient assignés les gens qui sont responsables du domaine de l'information, du secteur administratif du réseau français et dont nous avons à nous plaindre.

Je parle ici à titre de représentant du peuple. Nous avons à nous plaindre du domaine de l'information.

C'est ainsi, par exemple, qu'avant hier soir, en rapportant les délibérations du comité de la radiodiffusion, Radio-Canada, lors des nouvelles à 11 heures le soir à la télévision, a coupé l'interview d'un journaliste de Montréal, au moment où on allait rapporter les déclarations de M. Bushnell à propos du fait qu'il n'y avait eu aucune ingérence politique, ce qui a laissé les gens sous l'impression qu'il y avait eu ingérence politique et que M. Bushnell n'aurait pas nié cela.

Je tiens à formuler ici mon opposition à ce que nous poursuivions plus loin dans ce domaine, mais si en dépit de cette opposition le comité veut poursuivre, je demanderai personnellement qu'on assigne ici des gens qui sont responsables de l'information au réseau français.

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(Page No. 582)

M. BRASSARD (*Lapointe*): Monsieur le président, je crois que la principale raison qui justifie nos adversaires, ceux qui s'opposent à ce que nous demandions ici à M. Hallman de venir témoigner devant nous, que le principal argument qu'ils invoquent, c'est que nous avons entendu seulement du oui-dire aux deux séances de mardi dernier.

Je crois qu'il y a certains juristes ou certains esprits légaux qui tentent de vouloir prendre le comité pour une salle de tribunal, et je crois qu'il y a plus de latitude dans un comité de la Chambre des communes.

Voici un employé qui nous dit avoir entendu des fonctionnaires supérieures immédiats, avoir entendu un haut fonctionnaire immédiat de Radio-Canada qu'il y avait eu des menaces à certains employés si tels programmes n'étaient pas annulés. Je crois que c'est plus que du oui-dire et que nous devrions avoir la permission d'entendre M. Hallman.

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(Page No. 583)

D'autre part, on nous a dit que M. Bushnell, M. Tremblay nous a dit que M. Bushnell avait écarté la question d'ingérence politique dans sa déclaration. On nous a dit aussi que M. Bushnell avait téléphoné à M. Ouimet, du *Celebrity Club*, à Toronto, pour lui dire que sa tête à lui, président, et aussi celle de M. Bushnell étaient en danger si le programme ne tombait pas.

Je crois qu'il s'agit là de choses sérieuses et qu'il ne s'agit pas seulement de régie intérieure, comme le dit M. Tremblay. Je crois qu'il s'agit de choses extérieures. On craint de faire dommage à Radio-Canada, mais on ne fait pas dommage à Radio-Canada en voulant étendre cette enquête. On fera plutôt dommage au gouvernement et c'est pour cette raison...

M. DORION: C'est très gentil à vous.

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(Page No. 585)

M. PAUL: Voici, monsieur le président. En écoutant la motion que nous a présentée M. Pickersgill, il aurait peut-être été intéressant de savoir ce qu'il entend prouver en invitant M. Hallman à comparaître devant le comité et, suivant les raisons qu'expose le député de Bonavista-Twillingate, s'il arrivait que M. Hallman cite d'autres noms d'employés de Radio-Canada, qui auraient été mis au courant des rumeurs qui circulaient, lesquelles ont fait la base des séances d'enquêtes de mardi dernier, il faudrait par la suite inviter également ces membres-là à venir témoigner devant le comité.

Je crois, monsieur le président, que nous avons perdu assez de temps jusqu'ici avec ce problème, parce qu'effectivement rien de concret ni de précis n'a été... aucune accusation précise n'a été portée par MM. Gillis, Trotter et Peers, et je crois que, même si nous ne sommes pas devant un tribunal de justice, nous devons observer certaines règles élémentaires de la preuve pour maintenir et ensuite orienter les membres du comité de la présente enquête.

L'honorable député de Lapointe, M. Brassard, mentionnant avant l'ajournement que nous devons donner beaucoup de latitude à certaines plaintes et rumeurs qui doivent circuler à Radio-Canada...

M. BRASSARD: Ce n'est pas cela que j'ai dit; il ne s'agit pas de plaintes ni de rumeurs, mais de façon de procéder.

M. PAUL: De façon de procéder. Si nous invitons tous ces témoins-là pour écouter les plaintes et rumeurs, je crois que cette enquête-là ne se terminera jamais.

Comment se fait-il que l'on ait permis à certains témoins certaines insinuations, alors que l'on refuse ce droit à certains membres du comité?



Je comprends que cette enquête fait peut-être les délices des journalistes, mais je crois que notre travail consiste à étudier les crédits de Radio-Canada, lesquels méritent beaucoup plus notre attention que l'enquête qui a fait l'objet des délibérations de mardi dernier.

Je crois que cette motion ne devrait pas être acceptée, parce qu'aucun but précis n'a été mentionné par M. Pickersgill et nous retomberions ainsi de Charybde en Scylla, en attribuant ou en obtenant seulement les versions qui ont été données, à l'effet qu'il n'y a eu aucune ingérence politique de la part de qui que ce soit dans les affaires de Radio-Canada.

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(Page No. 592)

M. TREMBLAY: Monsieur le président, je suis fort étonné qu'on ramène ici ce matin cette question dont nous avons disposé. Nous avons demandé des renseignements concernant la part qui est payée par les commanditaires des programmes commandités. Je ne change pas d'avis à ce sujet. Nous avons le droit de connaître exactement ce que payent les commanditaires dans les programmes commandités.

Nous sommes ici, je le répète, responsables de l'emploi des deniers publics et nous avons le droit de savoir absolument quel est le rapport entre ce que nous payons et ce que nous obtenons de la société Radio-Canada.

Je tiens à affirmer, après bien d'autres et après mon collègue de Bellechasse, ce matin, que nous ne sommes pas satisfaits de Radio-Canada et que nous nous inquiétons de savoir ce que Radio-Canada fait de l'argent des contribuables.

Il est bien entendu, comme le faisait remarquer tout à l'heure M. Pickersgill, qu'il y a un bureau des directeurs, qu'il y a là des fonctionnaires en qui raisonnablement nous pouvons avoir confiance, mais il vient un temps où il est nécessaire de reviser la politique à l'endroit des fonctionnaires et d'étudier le comportement de ces fonctionnaires.

J'ai confiance aux fonctionnaires du gouvernement, mais je crois que dans le cas de Radio-Canada, il y a des abus et ce sont ces abus-là que nous voulons dénoncer, et c'est aussi pour savoir quel est réellement le fondement des griefs dont le peuple nous a saisis, dont les citoyens nous ont saisis, c'est en fonction de tout cela que nous désirons connaître ce que Radio-Canada fait de l'argent des contribuables.

C'est pourquoi je désire déclarer que, formellement, je m'oppose à ce que l'on considère le problème parce que je maintiens que nous avons droit de savoir quelle est la proportion payée par les compagnies dans les programmes commandités, afin de déterminer si réellement nous obtenons des programmes d'une qualité raisonnable et qui soient vraiment en fonction de ce que ces programmes coûtent aux contribuables canadiens.

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(Page No. 597)

M. FORTIN: Il y a tellement de motions qui ont été faites, je ne sais pas trop à laquelle rattacher mes remarques.

Voici, la demande que M. Pickersgill a faite d'ajourner cette question-là, demande formulée par Radio-Canada de reconsidérer notre demande, me laisse l'impression d'une demande qui est faite dans le seul but de retarder la production des documents. Ceci prend l'allure, comme cela se produit en droit, de procédure dilatoire.

La session s'achève. Si nous reconsidérons notre décision, je crois que Radio-Canada ne fera que gagner du temps et, la session achevant, nous n'obtiendrons pas les documents demandés. Je suis en faveur du maintien de la décision que le comité a prise il y a un mois.

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(Page No. 598)

M. TREMBLAY: Monsieur le président, je pense bien qu'on tente encore de faire de la diversion, qu'on se sert de la pratique de la diversion. Nous avons demandé des renseignements il y a quelques semaines, nous ne les avons pas obtenus, et pourtant, nous les avons demandés assez simplement, nous avons fait voir que nous avions besoin d'obtenir ces renseignements.

Je maintiens que nous avons le droit d'obtenir ces renseignements et, si nous acceptons de reconsidérer la question, je pense que Radio-Canada sera autorisée à reconsidérer toutes les demandes que nous avons faites par ailleurs et pour lesquelles nous n'avons pas encore obtenu de réponses. Je maintiens que nous devons refuser de reconsidérer la question si, tant il est vrai que le jugement du comité a une certaine valeur, nous ne devons pas revenir sur ce qui a été décidé par la majorité.

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(Page No. 608)

M. BRASSARD (*Lapointe*): Monsieur le président, si l'honorable ministre avait l'obligeance de nous faire connaître ses commentaires sur les deux questions suivantes, je l'apprécierais beaucoup.

Je comprends difficilement que la société Radio-Canada ait repris à son service trois personnes qui ont formulé des accusations à l'effet que l'indépendance de la société Radio-Canada était en danger. Si les accusations n'étaient pas fondées, je crois que des mesures disciplinaires devraient être prises, et si elles étaient fondées, je suis surpris, dans l'un et l'autre cas, que ces trois employés aient pu reprendre leur fonction.

Deuxièmement: il s'agit de la décision du Conseil d'administration de renverser la décision de M. Bushnell, prise tard dans la soirée du 24 juin. Le même soir, à l'émission de 11 heures, M. Bushnell,—je ne sais pas quelles ont été ses paroles exactes, mais c'est l'impression qu'il nous a laissée, de toute façon,—il a dit en substance que si sa décision de faire tomber le programme n'avait pas été renversée par le Conseil d'administration, il ne lui aurait pas été possible de continuer dans ses fonctions.

Si le ministre avait l'obligeance de commenter ces deux points, je l'apprécierais beaucoup.



## APPENDIX "A"

Mr. Dorion M.P.—(June 9)—asked if any letter had ever been written to Producers at Montreal asking that loans from performers be repaid.

The Corporation has looked into this matter and found that in March, 1958, a complaint was made by l'Union des Artistes to the Corporation at Montreal about money owing from producers to artists. The Corporation immediately asked for the names of those involved and the amounts outstanding. The union said it would prefer to have the CBC send a letter to its producers which would establish a deadline for the payment of these personal obligations. If at the expiration of this deadline any debts had not been paid, the union would give the names of the producers concerned to the Corporation.

A letter was accordingly sent to all producers telling them that all money borrowed from artists was to be returned by the first of May. At the end of this period the Corporation approached the union to ask if any debts remained unpaid. The union advised that they had no defaulters to report. The matter was accordingly considered closed.

No representations concerning matters of this kind have been received from the union on any other occasions.

## APPENDIX "B"

Mr. Smith, M.P. (*Calgary South*)—(June 9)—How much has importation of American films been reduced on CBC networks and stations?

While there is variation between individual stations dependant upon the season of the year, the best indication would be a comparison between the situation in 1957 when we reached an overall network peak of about 32% to the past fall-winter network schedule which was an even 25% American film.

This figure it is expected is just about at the point of balance where no great reduction can be expected.

## APPENDIX "C"

Mr. McCleave, M.P.—(June 18)—asked for the overall amount paid to members of Press Gallery at Ottawa for contributions to National News Bulletin over a period of one month. This statement to cover news inserts only and to include number of contributions.

For the month of April, 1959, the number of Press Gallery members contributing news inserts was 12 and the total number of contributions was 59. Total payments for radio \$855 and for television \$315.





Government  
Publications

HOUSE OF COMMONS

Second Session—Twenty-fourth Parliament  
1959

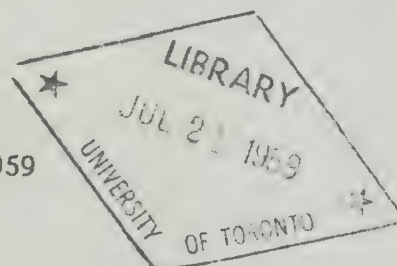
SPECIAL COMMITTEE ON  
**BROADCASTING**

*Chairman: G. E. HALPENNY, Esq.*

MINUTES OF PROCEEDINGS AND EVIDENCE

No. 18

TUESDAY, JULY 7, 1959



CANADIAN BROADCASTING CORPORATION

WITNESSES:

Colonel R. P. Landry, Assistant to the President, Canadian Broadcasting Corporation; M. Henderson, Comptroller; Charles Jennings, Controller of Broadcasting; J. P. Gilmore, Controller of Operations; M. Ouimet, Deputy Controller of Broadcasting; and G. Rugheimer, Assistant Director of English Television Networks, Program and Sales.

THE QUEEN'S PRINTER AND CONTROLLER OF STATIONERY  
OTTAWA, 1959

# SPECIAL COMMITTEE ON BROADCASTING

Chairman: G. E. Halpenny, Esq.,

Vice-Chairman: J. Flynn, Esq.,

and Messrs.

Miss Aitken,  
R. A. Bell (*Carleton*),  
Tom Bell (*Saint John-  
Albert*),  
Brassard (*Lapointe*),  
Mrs. Casselman,  
Chambers,  
Dorion,  
Eudes,  
Fairfield,  
Fisher,  
Forgie,

Fortin,  
Johnson,  
Kucherepa,  
Lambert,  
Macquarrie,  
Mitchell,  
Muir (*Lisgar*),  
McCleave,  
McGrath,  
McIntosh,  
McQuillan,

Nowlan,  
Paul,  
\*Pratt,  
Pickersgill,  
Pratt,  
Richard (*Ottawa East*),  
Robichaud,  
Simpson,  
Smith (*Calgary South*),  
Smith (*Simcoe North*),  
Taylor,  
Tremblay.

J. E. O'Connor,  
Clerk of the Committee.

\*Replaced Mr. Morris, Tuesday, July 7, 1959.



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- 1959  
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ORDER OF REFERENCE

TUESDAY, July 7, 1959.

ORDERED,—That the name of Mr. Pratt be substituted for that of Mr. Morris on the Special Committee on Broadcasting.

ATTEST

LÉON J. RAYMOND,  
*Clerk of the House.*





## MINUTES OF PROCEEDINGS

TUESDAY, July 7, 1959.

The Special Committee on Broadcasting met at 9.30 a.m. this day. The Chairman, Mr. Halpenny, presided.

*Members present:* Miss Aitken, Messrs. Bell (*Carleton*), Bell (*Saint John-Albert*), Mrs. Casselman, Messrs. Chambers, Fisher, Flynn, Forgie, Fortin, Halpenny, Johnson, Lambert, Mitchell, Muir (*Lisgar*), McCleave, McIntosh, McQuillan, Pickersgill, Paul and Taylor. (20).

*In attendance:* Messrs. R. P. Landry, Assistant to the President, Canadian Broadcasting Corporation; M. Henderson, Comptroller; J. P. Gilmore, Controller of Operations; Marcel Carter, Controller of Management Planning and Development; Charles Jennings, Controller of Broadcasting; Marcel Ouimet, Deputy Controller of Broadcasting; R. C. Fraser, Director of Public Relations; Barry MacDonald, Secretary, Board of Directors; J. A. Halbert, Assistant Secretary, Board of Directors; and G. Rugheimer, Assistant Director of English Television Networks, Program and Sales.

Moved by Mr. Pickersgill, seconded by Mr. Forgie.

*That*,—"At the close of today's meeting, the Committee suspend the hearing of witnesses and proceed without delay to prepare its report to the House".

Following discussion, it was agreed that the motion stand.

The Chairman introduced Colonel R. P. Landry, and called for consideration of Item 2 of Part A of the Committee's Agenda, relating to analysis of costs of television productions.

Messrs. Gilmore, Jennings, Henderson, Ouimet and Rugheimer were questioned concerning the television cost figures produced before the Committee on Thursday, July 2nd.

Copies of a table summarizing newscasting, staff, salaries and other costs, were distributed to members of the Committee and ordered printed as Appendix "A" to the record of today's proceedings.

At 10.00 a.m. the Committee adjourned to meet again at 3.00 p.m. this day.

### AFTERNOON SITTING

The Special Committee on Broadcasting reconvened at 3.00 p.m. this day. The Chairman, Mr. Halpenny, presided.

*Members present:* Miss Aitken, Messrs. Bell (*Carleton*), Bell (*Saint John-Albert*), Brassard (*Lapointe*), Chambers, Dorion, Fisher, Flynn, Forgie, Fortin, Halpenny, Johnson, Lambert, McCleave, McGrath, McIntosh, McQuillan, Pickersgill, Pratt, Paul, Taylor and Tremblay. (22)

*In attendance:* The same witnesses from the Canadian Broadcasting Corporation as appeared at the morning sitting with the addition of Mr. W. C. Richardson, Director of Engineering; and the absence of Mr. G. Rugheimer.

The Chairman observed the presence of quorum and reported to the Committee the views of the Sub-committee on Agenda and Procedure relating to the disposition of Mr. Pickersgill's motion, and the further study of Item 2 of Part A, and Part H of the Agenda.

*Agreed*,—That the Committee depart from the regular order of its Agenda and at its next meeting consider Part H—New Developments.

Following the reading of a telegram from Union des Artistes, Association des Realisateurs, Societe des Auteurs Dramatiques and Societe des Artistes de Quebec, who requested an opportunity to appear before the Committee and present a brief, it was agreed that they be advised that this was not possible at the present time but if time permitted, when the Committee has completed its Agenda, they be invited to appear along with those other associations and individuals who have expressed an interest.

Messrs. Gilmore and Jennings answered questions relating to Item 1 of part B of the Agenda—Programming—Newscasting.

Copies of the following documents were distributed to members of the Committee and it was agreed that only those designated by the Chairman should be included as appendices to the record of today's proceedings:

1. Information Service Publications 1957-58 indicating title, number printed, cost and revenue; (See appendix B)
2. Staff statistics—Radio and Integrated Services—1955-59; (See appendix C)
3. C.B.C. Commercial Staff—1956-59—Selected Cities; (See appendix D)
4. C.B.C. Information Services—Expenditures—Staff and Revenue, 1953-1958—Selected Cities; (See appendix E)
5. Sample letters of Engagement:
  - (a) Film Cameraman—English and French;
  - (b) Graphic Designing—English and French;
  - (c) Costume Designer—English and French;
  - (d) Producer—English and French;
  - (e) Set Designer—English and French;
6. International Service of the C.B.C.—sample scripts:
  - (a) Hungarian Language;
  - (b) Russian Language;
  - (c) Polish Language;
  - (d) Ukranian Language;
  - (e) Slovak Language.

The Chairman called for consideration Part C of the Agenda—Programming—Controversial and Political Broadcasting.

On Items 1, 2 and 3, Messrs. Ouimet and Jennings were questioned.

The following documents were tabled:

1. Copies of all agreements between the C.B.C. and trade unions;
2. Original scripts of certain programs broadcast by the International Service of the C.B.C.

At 4.45 p.m. the Committee adjourned to meet again at 3.00 p.m., Wednesday, July 8, 1959.

J. E. O'Connor,  
*Clerk of the Committee.*



NOTE: Text of the Proceedings recorded in the French language appears immediately following this day's Evidence.

REMARQUE: Le texte des témoignages recueillis en français figure immédiatement à la suite du compte rendu des délibérations de la séance d'aujourd'hui.

## EVIDENCE

TUESDAY, July 7, 1959.

9:30 a.m.

The CHAIRMAN: We have a quorum, gentlemen. Mr. Pickersgill?

Mr. PICKERSGILL: Mr. Chairman, I would like to draw attention—I am not asking to have the record reprinted, but I would like to draw attention to a number of errors and misleading features in the record of the last meeting, which I think ought to be recorded at the beginning of this meeting—maybe other hon. members feel the same way—so as to make it intelligible.

Mr. JOHNSON: Misleading statements?

Mr. PICKERSGILL: Perhaps the hon. gentlemen could wait and see what they are; or, perhaps, even read the record.

On page 572, about the fifth or sixth line of the paragraph I am quoted as having said:

But I would like to remind the chair that what we are including here is not internal affairs;—

It should be “discussing”, of course. Then at page 573, and again at pages 574 and 575 there are quotations from the previous day's record, and they are not indented in such a fashion that, in all cases, it is clear which is quotation and which is not. It is almost impossible to follow the sense without some indication of that.

It is not so bad at the middle of page 573 where I said:

I will continue, sir.

Then there are the words:

Then I went on:

And these words are followed by the words I quoted that time:

I would like to ask Mr. Bushnell whether the Prime Minister spoke to him about this program at any time, formally or informally?

Then I quoted Mr. Bushnell's reply:

No, sir, never. I have not spoken to the Prime Minister—had the honour of speaking to him in two years.

This is followed by my second question which I quoted:

Might I ask Mr. Bushnell one other question? Did anyone purporting to speak on behalf of the Prime Minister speak to you about this program at any time?

That brings us down to Mr. Chambers' intervention.

At the end of the page I think it is fairly clear that after I intervened the last time it is all quotation.

But on the next page it is quotation, of course, up to, "That is all the questions I have".

Then the next line:

And that is all I had at that time, because it seemed to me—

Was what I said at the meeting the other day.

Then, again, a little later on, I asked a second question which is quotation. The chairman intervened.

I am glad we have one.

That is not part of the quotation, but what he said the other day. I went on reading the quotation from the previous day.

On the next page, where Mr. Robichaud spoke the second time—immediately after that it says:

Mr. Pickersgill: Before there is a motion to adjourn, I would like to understand whether or not these hearings are over?

Down to Mr. Chambers, that is quotation, again by Mr. Robichaud, though it looks as though I had intervened at Thursday's proceedings, that the chairman had and that I had again.

There are a few other small things that, really, though they are small in one way they do not make sense as they stand.

On page 577, my last intervention:

I am sure you would not want to misrepresent what I said. Since he—

That is, Mr. Bell—

—has said what I understood—

It should be: "said what he understood", instead of, "what I understood".

The CHAIRMAN: It should be, "what he understood I was saying."

Mr. PICKERSGILL: Yes.

At page 580, my second intervention.

Mr. TREMBLAY (*Interpretation*): You can find it yourself.

Mr. PICKERSGILL: I cannot.

I said, "I cannot find it"—and that means something quite different from "I cannot."

It is hardly worth pointing this one out, but at one place on page 587 it says:

proper form—

It should be, "forum".

In my intervention, the second last one on that page, it does not make any sense at all the way it is now.

I think what was actually said, or the sense of what I said was: "I also said it should go on until we get at the truth and the whole truth". The next three words should be struck out, "that is because" and then, "and I believe both these witnesses would help us to get at the truth".

Then the beginning of the next intervention:

I am going to come to that evidence.

I do not think the word "evidence" should be there, because it does not relate to evidence at all.

Then on page 590, my first intervention, it reads:

I would point out, if Mr. McIntosh will look at the very first day's proceedings, he will find a reminder—he will find that the chairman reminded the committee—



It should not be "the chairman" but, "that I reminded the committee".

There are some little typographical errors.

Then at page 598, line 2:

—and should interfere with the internal documents.—

It should be, "the internal management". The word, "documents" is in error.

Thank you very much, sir.

Mr. TREMELAY (*In French—not interpreted*).

Mr. JOHNSON: I have a correction to make.

The CHAIRMAN: Yes, Mr. Johnson?

Mr. JOHNSON: At page 591 of the committee reports, No. 17, Thursday, July 2, 1959, at the start of the second line, I am quoted as saying:

I am against the motion and I shall vote against it. If we are going to bring Mr. Nowlan or everyone whom the Liberals or the C.C.F. members of this committee wish to put on the grill let us add to the motion.

And this should be quoted: "and all those who have any grievance against the C.B.C."

Then there is a period. I carry on:

When we spoke about bringing Mr. Peers,—

It should read: "I suggested should be invited all those who claimed there was at any time political interference with the C.B.C.".

The rest should be deleted:

—there was no one who had any objection against the management of the C.B.C.

The CHAIRMAN: Any other corrections in the record?

Miss Aitken and gentlemen, I want to introduce Colonel Landry, who is assistant to the president of the C.B.C.

Mr. TREMELAY (*In French—not translated*).

Mr. PICKERSGILL: Before you do that, I was rising on a point of order, and my point of order was to make a motion—which I do not propose to debate, or anything else—seconded by my colleague, Mr. Forgie, that at the close of these meetings the committee suspend the hearing of witnesses and proceed, without delay, to prepare its report to the house. I do not mean, necessarily at eleven o'clock but whenever the committee would feel disposed to close it. The purpose is obvious.

The CHAIRMAN: Does anybody wish to speak to the point of order? There is only one thing I would suggest, that I think it is a little premature, your motion, because before we can start to prepare a report we will have to get suggestions from every person here.

Mr. PICKERSGILL: It is the hearing of witnesses this motion refers to, only.

The CHAIRMAN: Does anybody wish to speak to it?

Mr. McINTOSH: Why is it necessary; why is this motion necessary?

Mr. PICKERSGILL: My suggestion is, if we are going to cooperate—as we in the opposition want to—with the leader of the house trying to finish the business of the house next week, it is very important this committee should get its report prepared so it will be available at the time the estimates of the corporation are before the house.

Time is really running out on us, and we obviously cannot conclude the agenda mapped out.

Presumably, in our report we will ask to have the committee reconstituted again next session.

Mr. McINTOSH: Could we not have an understanding, because something may crop up which we may have to, or desire to call witnesses on; and if we carry this motion we cannot do it.

Mr. PICKERGILL: I am perfectly prepared to let the motion stand for the time being.

Mr. BELL (*Carleton*): It seems to me we would save time by letting the motion stand until the end of today's proceedings. Then we will see how far we have got ahead, and then we could discuss the matter.

Mr. PICKERGILL: I am quite prepared to do that.

The CHAIRMAN: We will do that then.

Mr. TREMBLAY (*In French—not translated*).

The CHAIRMAN: Is this on a point of order, Mr. Tremblay?

Mr. TREMBLAY: A question of privilege, Mr. Chairman.

The CHAIRMAN: Very well.

Mr. TREMBLAY (*Interpretation*): Mr. Chairman, I would like to know if you have received a telegram from the Union des Artistes—the artists and performers union—of Montreal, asking that the Union des Artistes appear before the committee?

The CHAIRMAN: When I arrived in my office this morning I was given the telegram, and my intention is to bring it up before the steering committee, at a meeting we will have later today.

Mr. FISHER: Could you explain the point of privilege? I have not got it.

The CHAIRMAN: That is rather a good question.

Mr. CHAMBERS: Like Mr. Pickersgill's point of order, it was really a motion.

The CHAIRMAN: May I introduce to you Colonel Landry, who is assistant to the president of the C.B.C. Mr. Bushnell will not be with us today. Colonel Landry has with him the necessary people from the C.B.C. to answer any questions you may have.

I was wondering if we have any questions on these television program costs and recoveries which were tabled last week? That is Item No. 2 in Part A of our agenda.

If there are no questions on that, I think we should move on to B(1). That is under the heading, Programming-Newscasting (1) Comparison by location of news service showing: (a) number of staff, and (b) annual cost for (i) radio; (ii) television, for the last three fiscal years.

Mr. FORTIN: I have a question on that.

The CHAIRMAN: Mr. Fortin has a question on these costs. On No. 1, Mr. Fortin?

Mr. FORTIN: On No. 1.

The CHAIRMAN: We will revert to No. 1, gentlemen.

Possibly, if we have questions on that, Mr. Landry has a short statement that might answer those questions.

Colonel Landry, please, gentlemen.

Colonel R. P. LANDRY (*Assistant to the President of the Canadian Broadcasting Corporation*): Mr. Chairman, as you have said, the corporation tabled with this committee last Thursday the television costs and recoveries sheets for live Canadian production of its English and French networks.

These, as had been expected, gave rise to a good deal of comment. Among the criticisms which have come to the attention of the corporation is one which has arisen because of the inadvertent omission in the press of the figures paid to private stations for commercial programs. The total payments



from sponsors are made up of payments on account of CBC stations and on account of private stations. The latter figure is shown at the bottom of the cost sheet for programs which are sponsored.

An example might be given in the case of sheet No. 64 for the Canadian produced English network program, "Showtime". Overlooking the payment to private stations, it seems that the sponsor's payments amount to \$10,217, whereas in reality the proper figure would be \$12,251 which is obtained by adding the \$2,034 payment to private stations which is noted at the bottom of the cost sheet.

Now, Mr. Chairman, in order to contribute to the discussion of the material, we thought it might be well if we had Mr. Jennings state to you briefly the policy which the CBC follows in regard to its television network programming. After this, we would like to have Mr. Gilmore present a few points on the position of a Canadian network producing and selling live television programs. Finally, for the specific consideration of our commercial operations in television, we would like to introduce Mr. Gunnar Rugheimer who is Assistant Director, English Television Network for programming and sales.

#### Section B

That completes our returns in connection with section A. Mr. Chairman, we have a return which has been produced in answer to No. 1 of section B. Would you like to have that distributed at this time. Mr. MacDonald has supplied it in 75 copies to the Clerk.

Would you like to have these distributed at this time?

The CHAIRMAN: Yes. The clerk has them and they will be distributed. We are on A-2.

Before we call on Mr. Jennings and Mr. Gilmore, perhaps in the interests of saving time we might have Mr. Fortin's question at this time.

Mr. FORTIN (*Interpretation*): Well, Mr. Chairman, on page 21 of the report I notice there is no amount indicated for talent payments. I am referring to the program Point de Mire.

I recall that during the inquiry we had a report on the programming indicating that \$700,000 had been set aside for talent, whereas in this last report, referring to page 21, there is no amount indicated for talent as regards performers on the Point de Mire program. I would appreciate information in this connection.

Mr. LANDRY: Mr. Gilmore will answer that question.

Mr. P. GILMORE (*Controller of Operations*): On this particular program we have, as you are aware, different editions each week. With one program, such as the example given some weeks ago, we had four or five performers. It escapes me just how many we had at that time or what total was given. When we considered the format of the cost sheet which you have before you, the point was raised under "talent" of what we should do, or what was desired where only one person appeared, in view of the fact that you have not forced us to give a single payment, that is, when a single individual appeared on a single occasion. It was agreed at that time that where we had a program with only one performer, we would enter it under production cost with the rest of the production costs.

The CHAIRMAN: That is right. That was a decision of the committee earlier.

Mr. MUIR (*Lisgar*): I have some questions to ask. My first question is this: does the producer submit a budget of his show to the financial committee, the management, for approval before the show?

Mr. GILMORE: The format of preparation of budgets is to produce approximately two months before a given quarter a complete schedule for each network and each station. These schedules show the origination and the responsibility of each station, as to what it will cost, and these are presented in the form of a budget per program and for the total.

Mr. MUIR (*Lisgar*): My second question is this, and it is partly answered: does management put a ceiling on the cost of sponsored or of non-sponsored shows?

Mr. GILMORE: Yes. Based on a schedule which is drawn up for the content of any program, station management tries to establish within artistic requirements a ceiling for that given program. Program cost reports come in each week, and the producer's performance is judged partially on the result of that performance.

Mr. MUIR (*Lisgar*): My third question is this: is the price to the sponsor arrived at by negotiations with one company or with various companies?

Mr. GILMORE: This is a very broad question and if you will pardon me, I may employ some advertising jargon. On a certain day we go on the street with our programs. We may have five or six new programs in a year and they will have tentative price tags on them. We will knock on doors and in this way present the same program to a number of people, except with respect to those with whom we may have continuing relations, such as clients with whom we have continued from year to year pretty successfully.

Mr. MUIR (*Lisgar*): My next question is: is an attempt made to have more than one company share the cost of a more expensive show?

Mr. GILMORE: Yes sir. We have several programs which have alternate sponsorships: there will be one sponsor one week, and another sponsor the next week.

Mr. MUIR (*Lisgar*): Is there any attempt made to give each company value for its money? For example, do you charge one company 50 per cent where you might charge another company for the whole cost of the program, or do you give them all what they pay for?

Mr. GILMORE: I wonder if we are not getting into the relationship between salesman and sponsor? Perhaps Mr. Rugheimer will speak to this.

Mr. GUNNAR RUGHEIMER (*Assistant Director of Television Network, English, Programming and Sales*): We charge what the traffic will bear, and we try to find whatever sponsor is available.

Mr. BELL (*Carleton*): When you go on the street at the beginning of the season does your price tag include all the production and distribution costs, or is it the price tag that is on this list which is tabled.

Mr. RUGHEIMER: We separate the program package from the charges for distribution and station time. These latter charges for distribution and station time are based on the hour of the day, the distribution across the country by full network or by partial network, the number of programs involved, the length of the programs and such factors as these which are subject to mathematical formula. The single program package is the basis of negotiation.

Mr. McINTOSH: One of the speakers said that they went out and tried to sell to alternate sponsors. In regard to page 72, P.M. Party I noticed they charged "others" \$1,990 for this show, and the people of Canada \$13,000. If there had been a second customer, would you have charged him same price, \$1,990?

Mr. RUGHEIMER: This was sold on a partial sponsorship basis. We only got one-half of the program sold, on one day per week. When it is a one day per week program we would sell in that form, yes.



Mr. BELL (*Carleton*): You sold one-sixth of what you were ready to sell?

Mr. RUGHEIMER: That is correct.

Mr. McINTOSH: In other words, if you could get other sponsors, you might have perhaps four or five sponsors. You might have almost six additional sponsors for the same week.

Mr. GILMORE: There was a possibility of that, but we were not successful in selling that vehicle.

Mr. JOHNSON: Speaking on this question of sponsors, do you sustain a program for many years or many seasons usually?

Mr. GILMORE: Mr. Chairman, we have here a fundamental question of the service. If I may go right back to the start of television, may I say we started with no sponsors. We designed a schedule which we thought was a balanced schedule for the amount of money and the time we had in 1952. Then we brought in sponsors as we were able to sell shows.

One very excellent example is C.B.C. Theatre, a one-hour drama on the English network. This was a C.B.C. program a priori, from the start. It was sponsored in the second year of our existence by General Motors, and for the next season. Then they dropped it. The fourth year they came back with G. M. Presents and it has stayed that way ever since.

I want to make that point strongly to emphasize that the corporation saw its responsibility for providing a one-hour drama in the English network service, whether or not we could sponsor it. That illustrates the point of view we have in presenting a service.

Mr. JOHNSON: Would you go up to three or four years in sustaining a program without a sponsor?

Mr. GILMORE: If the program was of a certain type. Perhaps Mr. Jennings would answer that question.

Mr. CHARLES JENNINGS: (*Controller of Broadcasting*): We put out an over-all program service, as I explained earlier, in talking about our concept to present a service to inform and entertain. Not only do we put on some programs in the entertainment field which we know will not be susceptible to attracting advertisers, but indeed our policy prevents many of these programs in the field of news and opinion being sold at all. We do, in the over-all service, put out programs which will not attract an advertiser because they may not have the kind of appeal which the advertiser may want or we may refuse to sell them.

Mr. JOHNSON: May I take an example. Let us take a program like Point de Mire on the French network which we have had for the last three or four years without sponsors. I think it started in about 1955-1956.

Mr. MARCEL OUMET (*Deputy Controller of Broadcasting*): It was about the fourth year this year.

Mr. JOHNSON: We might compare it to a program like Pays & Merveilles.

The CHAIRMAN: On what page?

Mr. JOHNSON: Point de Mire is on page 21 and Pays & Merveilles is on page 35. As I understand it Pays & Merveilles has had a sponsor since it originated.

Mr. OUMET: Not quite since it originated, but very soon after—a year after.

Mr. JOHNSON: In Point de Mire, would it be because of the particular type of the program that there were no sponsors?

Mr. OUMET: Because it was definitely opinion broadcasting. According to the policy of the C.B.C. we do not sponsor such broadcasting. A program like Pays & Merveilles is not considered opinion broadcasting because it deals

mostly with recital of some person's experiences overseas and so forth, accompanied by a film which they took themselves. It is sort of a travelogue. That is why we consented to Pays & Merveilles being sponsored.

Mr. JOHNSON: Could a program like Point de Mire be left over and be replaced by a program which could attract sponsors?

Mr. OUIMET: Certainly it could be.

Mr. JOHNSON: Would that be the reason for the rumour that this program will not come back next fall?

Mr. OUIMET: No, it is not.

Mr. JOHNSON: Would it be a difference of opinion between the management at Montreal and the commentator?

Mr. OUIMET: No, I do not believe so. I think it was strictly a program decision.

Mr. JOHNSON: Would the commentator's attitude during the strike be of any importance to management in Montreal in taking this program off the schedule?

Mr. OUIMET: No; I do not feel so.

Mr. JOHNSON: Thank you. In this program at page 35, Pays & Merveilles, I see that the talent is two persons at \$300; that is the guest and the commentator?

Mr. RUGHEIMER: Yes.

Mr. JOHNSON: Does the commentator have any other amount paid to him, for instance in the item, program production?

The CHAIRMAN: You mean, is all talent included in the \$300.

Mr. JOHNSON: Yes.

Mr. GILMORE: Yes; that would be inclusive of any writing or performance he would do himself.

Mr. JOHNSON: What is the meaning of technical, \$270? Is this only a matter of cost accounting there?

Mr. GILMORE: That is the charge for the services of the technical operators and the equipment for that period of time for that program.

The CHAIRMAN: It is a bookkeeping entry?

Mr. GILMORE: Indeed. It is a cost accounting figure.

Mr. TREMBLAY (*Interpretation*): Mr. Chairman, on page 10 of this report we have the details in respect of the program Music Hall for the program of March 22, 1959. The taxpayers' funds were used to pay \$12,683. Could I have an explanation as to the manner of proceeding with that type of program in which Labatt's brewery is the sponsor. How did they ask for \$12,683 of the taxpayers' money for this program when it is a sponsored program?

Mr. GILMORE: Mr. Chairman and Mr. Tremblay, may I come back one year ago to the time when Music Hall was kept on a schedule with no sponsor. At that time the Music Hall production in Montreal, as you probably are aware, was placed in the schedule opposite the Ed Sullivan show and frequently outdrew the Ed Sullivan show in Montreal. At that time it was purely C.B.C. programming. For this season we were able to interest a sponsor on the basis of paying station time plus the program package of \$5,100. On that basis the deal was made.

The question in these package program costings is obvious—how we came to \$5,100 and what leads us to charge that amount of money on, let us say, a \$15,000 or \$20,000 program. The answer is very simple; it is supply and demand. For a fraction of \$5,100 a sponsor can purchase what is called in



the trade a first-class film to fill that period. That is what we are competing with. We want to interest sponsors in contributing to live Canadian production and this is the manner in which we have been able to do it.

The CHAIRMAN: Is it possible that next year you might have two sponsors for that program?

Mr. GILMORE: Yes, and it is possible we might be able to jack up that package cost a bit.

Mr. TREMBLAY (*Interpretation*): Mr. Chairman, I understand the explanation just given to us by the C.B.C. representative, but I cannot understand why we have to pay two-thirds of the program so as to advertise the products of Labatt's brewery, and I would like to have an explanation of that.

Mr. GILMORE: It is the opposite way, as we see it. A given sponsor is contributing one-third of the cost of what would otherwise be a full cost to the corporation to produce that program.

Mr. TREMBLAY (*Interpretation*): Could you not find another sponsor who could pay more?

Mr. GILMORE: The answer in this particular case is definitely no; we have tried.

Mr. FORTIN: I understand as well.

Mr. TREMBLAY (*Interpretation*): Could you tell us, in the case of Music Hall—

Mr. PICKERSGILL: Mr. Chairman, I have a supplementary question in connection with the same question of which Mr. Tremblay was speaking, and it is this: would the C.B.C. put on this program, whether or not it had a sponsor?

Mr. GILMORE: Yes, we would. We feel that it is a vital part of our French network service.

Mr. PICKERSGILL: In other words, anything you receive from a sponsor is a relief to the taxpayer?

Mr. GILMORE: Yes.

Mr. TREMBLAY (*Interpretation*): Well, Mr. Gilmore, could you please tell me if it is possible to find another sponsor in another province? Supposing that you put on this program somewhere other than in the province of Quebec, could you have found a sponsor other than Labatt's brewery?

Mr. GILMORE: We would have to, because beer advertising is not permitted in other provinces.

Mr. OUIMET: Mr. Chairman, may I say that this program is being viewed in Ontario and Manitoba, and we are not able to find a sponsor.

Mr. TREMBLAY (*Interpretation*): Well, Mr. Gilmore, I see here that for Music Hall of March 22, the total cost is given as \$18,000. Could you tell me if the average cost of this program is always the same—if each program of Music Hall costs around \$18,000?

Mr. GILMORE: The average is slightly below this figure. This was chosen as simply being in that particular week, and happened to be that particular program.

Mr. JOHNSON: Well, in connection with page 10, Mr. Gilmore, you said, if I understand you right, that a film would cost much less than this if it was on the same hour as the Ed Sullivan program. Would it be possible to change the hour of the program "Music Hall" so that you could get a sponsor—I understand that the very fact the Ed Sullivan show is on the English network that it would prevent many English and French-speaking people seeing the program

"Music Hall", and a sponsor would not consider this time very good for advertising. Would it be possible to change the hour and thereby get a better result and a larger amount from the sponsor?

The CHAIRMAN: Mr. Gilmore said this was outdrawing the Ed Sullivan show at that time.

Mr. GILMORE: Of course, it is shown only by kinescope in the other parts of the country; but on the French network it does outdraw the Ed Sullivan show where there is a signal available to the English network. In answer to your specific question, I must say this is a matter of program judgment and scheduling. It seems to have been very successful on the French network.

Mr. TAYLOR: Was not that brought out earlier?

Mr. TREMBLAY (*Interpretation*): On a point of order, Mr. Chairman. I would like to point out at this stage that we have here a copious report and that a whole series of questions is relevant to it. I would like the committee to consider giving all the time necessary for the purpose of putting questions connected with what has been brought to light in this report. Therefore, I would like to ask that we be given all the time necessary in this connection.

Mr. PICKERSGILL: Mr. Chairman, on a point of order, an agenda was drawn up some time ago, and we were proceeding on that agenda. There are many of us who think there are many more important items on that agenda having to do with general policy that should have priority over a detailed consideration of something which, after all, is the responsibility of management and is not policy at all. I suggest, Mr. Chairman, that we should go on with the agenda as laid down by the committee and, if there is time later on, come back to this item.

The CHAIRMAN: I was going to say there are also over thirty other people on the committee and it is impossible, Mr. Tremblay, to give you the full time of the committee—I mean the Chair cannot consider you more important than these gentlemen over here or the honourable lady down at the end of the table. I noticed Mr. Taylor had his hand up and I recognized him.

Mr. TREMBLAY (*Interpretation*): Well, Mr. Chairman, far be it from me to try to take up all the time of the committee; but you must recognize, Mr. Chairman, with me, that we have a most important document which should be helping us to find out what is being done with the taxpayers' money, and that is why we must have this information. As for Mr. Pickersgill, he is in a very poor position to say we should look into the management of the C.B.C., considering his diversion tactics of last week, when he stopped us from seeing what was being done with the taxpayers' money.

Mr. PICKERSGILL: On a question of privilege; I was not responsible for the clandestine political influence on the C.B.C. that made that diversion necessary.

The CHAIRMAN: Mr. Tremblay, I will be back to you later. Mr. Taylor, have you a question?

Mr. TAYLOR: Mr. Chairman, it is a general question. Is it my understanding that the salesmen in the C.B.C. are not paid a commission?

Mr. JENNINGS: They are on salary.

The CHAIRMAN: Yes, that was given in the evidence before.

Mr. TAYLOR: Then, there might not be any real incentive.

The CHAIRMAN: That question was asked previously.

Mr. TAYLOR: Would it be possible to get the costs of producing these American shows in Canada; for example, the Ed Sullivan show?

The CHAIRMAN: It is not produced in Canada.



Mr. TAYLOR: I know—shown in Canada? What is the cost of showing the Ed Sullivan show?

The CHAIRMAN: To the network on the other side?

Mr. TAYLOR: That is right.

Mr. GILMORE: Mr. Chairman, Mr. Taylor: There is no cost at all to the Canadian Broadcasting Corporation of producing American shows or bringing them into Canada, with one small exception. I believe there is an hourly line charge between Buffalo and Toronto, which is under \$100 an hour, something of that order.

Mr. TAYLOR: Is there a profit to the C.B.C. on showing the Ed Sullivan show?

Mr. GILMORE: Yes.

Mr. TREMBLAY (*Interpretation*): I have another question, coming back again to Music Hall. Could you tell me if this program aims at encouragement of Canadian talent?

Mr. OUIMET: I believe the statistics which I gave to the committee some time ago definitely indicate that all programs of the C.B.C. have in mind the encouragement of Canadian talent, including Music Hall.

Mr. TREMBLAY (*Interpretation*): Could you give us the precise statistics in the case of Music Hall?

Mr. OUIMET: I have not got them with me. If necessary, I could get them.

Mr. TREMBLAY (*Interpretation*): We know from experience that a great many foreign performers appear on the program Music Hall.

Mr. OUIMET: If I remember well from memory, there were 78 engagements all told in 1958, out of 10,000 programs—no, not as many as 10,000 programs, because 10,000 would include the English programs. I do not believe this is a very strong proportion of foreign artists.

Mr. TREMBLAY (*Interpretation*): What are the fees you pay the foreign performers as compared with Canadian performers?

Mr. OUIMET: This, again, varies with the popularity of the individual concerned.

Mr. TREMBLAY (*Interpretation*): What are the criteria for popularity: what are the popularity ratings?

Mr. OUIMET: I do not think you can discuss the popularity here of Edith Piaf or Jean Sablon or all these artists who have an international reputation. Canadian artists who have an international reputation are paid, generally, as well.

Mr. TREMBLAY (*Interpretation*): That is precisely the type of answer that tells us absolutely nothing whatsoever.

Mr. PICKERSGILL: Just plain common sense.

The CHAIRMAN: I do not think that is quite fair, Mr. Tremblay.

Mr. JOHNSON: I have a supplementary question, Mr. Chairman. Is it true that in the case of foreign artists, especially from Europe—you mentioned Jean Sablon—the C.B.C. pays the travelling expenses from Europe to Canada back and forth for many of them?

Mr. OUIMET: I would say, in most instances, no. Actually, we take advantage of the fact that they have been brought in by other organizations,—impresarios, night club and so forth. We take advantage of the fact that they happen to be, not only in Canada but in North America. Edith Piaf was brought in, I believe, by the leading hotel of New York, the Waldorf Astoria. She was brought in by the Waldorf Astoria; she fell ill; she was engaged by the Ed Sullivan show, and in turn we engaged her in Music Hall.

This is something we have to take advantage of, because otherwise we just could not meet the prices these people ask. Some of these performers ask as much as \$10,000, and they will get it on some American shows; but they are not getting anything like this on Canadian shows.

The CHAIRMAN: Gentlemen, I suggest we are getting many miles away from this statement. This is a breakdown of costs that were recovered from advertisers. It has nothing to do with whether we import talent, or do not import talent.

The reason of the Smith motion, if you recall, was to find out the costs and recoveries. Let us have questions on costs and recoveries.

Mr. JOHNSON: May I speak on this?

The CHAIRMAN: If it is on this line, yes.

Mr. JOHNSON: Talking about costs, we are aware of some charges in Montreal—and those charges were made specifically by performers in Montreal during the strike—that foreign artists are brought in by France Film, and other companies—or cabarets—through some connection with the C.B.C. officials in Montreal. They are invited to programs in Montreal. The travelling expenses are paid by the C.B.C., and these foreign performers appear in cabarets, and all that sort of thing.

The CHAIRMAN: We went all through that before.

Mr. JOHNSON: That is part of costs.

The CHAIRMAN: I know. We went all through that before, though. If you go back and read the evidence, you will find we dealt with that once before. We will never get through with this if we repeat the questioning, as we are doing now. We are going to stick exactly to the costs and recoveries on this. Are there any more questions?

Mr. FORTIN: I notice that the cost of a program entitled *L'Heure des Quilles* is reported on page 7 and page 53, and I notice a difference in the cost on these two programs: one shows \$3,789, and the other one \$2,980.

I would like to know why that difference exists. It is the same program, on different dates.

Mr. GILMORE: Mr. Chairman, as is the case on all programs in a series, you will get variation, depending upon the number of people and the complexity of the program. This, I think is a pretty good example of this, where you have in one case a certain talent shown, and in the other case there is an additional person employed. They will vary.

Then you find program production will vary accordingly, according to the complexity of the program—also technical. I do not think, in the nature of program production, you can arrive at an exactly similar cost for any two programs in a series.

Mr. FORTIN: A supplementary question, then. How can you explain the difference in the amount paid for talent? On page 7 I notice that for 10 persons \$496 has been paid, which is an average of \$49.60 per person. Then on page 53, 11 persons got \$696, which makes an average of \$63 each.

Mr. GILMORE: This is not necessarily that type of payment. What is involved here is this: the second program may have required more rehearsal, in which case every performer would get \$5 per hour extra for rehearsal.

Mr. JOHNSON: We are talking about a sports program; there is no rehearsal there.

Mr. FISHER: Mr. Chairman, I have three questions, and I do not know whether they should go to Mr. Jennings or Mr. Gilmore. I want to know something about the relationship between the sports programs, hockey and football. Obviously, the N.H.L. hockey is a payer. We have no figures here,



because of the season, on football; but I gather that football is not something on which you get nearly as good a recovery as hockey. I would like to have an explanation of the factors that keep you from getting as good a recovery on football.

Mr. RUGHEIMER: Mr. Chairman, I think that actually we should perhaps explain that the facts on N.H.L. hockey on sheet 100 may be slightly misleading, because actually in the recovery of \$8,244 is included a billing for pick-up in Chicago: that was a semi-final that was picked up in Chicago, and extra line costs were incurred.

Unfortunately, by the time these sheets were prepared that charge had not gone through the books as a cost and is not reflected in the production costs: so we are much closer to a break-even position than a profit position in hockey. On football we have, in the past, been in a deficit position. It would be idle to speculate this year what we will do. The rights payment is, very heavy this year.

Mr. FISHER: Is the time of the program a factor in your inability to get more sponsored broadcasting?

Mr. RUGHEIMER: Yes, that is right, sir. The other factor is the blackouts.

The CHAIRMAN: Thank you, Mr. Rugheimer.

Mr. FISHER: That reduces the amount?

Mr. RUGHEIMER: Yes.

Mr. GILMORE: May I say on that, we do not own the rights to hockey. That is a very important thing, and that may indicate the difference.

Mr. FISHER: Do you mean by that, Mr. Gilmore, there is a different attitude from the point of view of the hockey management, as a whole, and the football management?

Mr. GILMORE: That is quite possible—quite possible.

Mr. FISHER: Has anybody a supplementary question, because I have two more questions?

Mr. TAYLOR: I have one more question. Money is paid direct to the C.R.U. this year.

The CHAIRMAN: That is right.

Mr. TAYLOR: Has money ever been paid direct to the national hockey league by the C.B.C.?

Mr. GILMORE: Not within my memory—except possibly, for individual all-star games, which are quite apart from the league. For the league and the Stanley Cup that has not happened.

Mr. TAYLOR: One further supplementary question, Mr. Chariman. As money has been paid to the football league, has any C.B.C. money been paid to any amateur athletic body?

Mr. JENNINGS: There we have paid rights.

Mr. GILMORE: We have paid rights in the maritimes, British Columbia, and on the prairies to universities and to provincial leagues. I will be glad to pick it out in a future meeting. We have not it here at hand.

Mr. JENNINGS: We also bought rights to the commonwealth games in Vancouver.

Mr. FISHER: My next question is addressed to Mr. Henderson. Would it be possible, through this kind of figures to arrive at a per capita cost of programming for the French network and English network, in so far as audience is concerned? I mean, per capita in terms of audience.

Mr. HENDERSON: I do not know that I quite understand the question, Mr. Fisher.

Mr. FISHER: I would like to have the per capita cost of programming in so far as English networks are concerned and in so far as French networks are concerned; and your total of capita, let us say, which would be the prospective French audience and the prospective English audience.

The CHAIRMAN: For example, how many dollars per thousand TV homes?

Mr. FISHER: I would like to know how much you are spending comparatively, to reach one French viewer and one French listener as compared to one English speaking viewer and one English speaking listener.

Mr. HENDERSON: Yes, it is possible to work that out, but we keep them separate and it would take some time to produce that information for you, Mr. Fisher. I would be glad to take it in hand, if possible to report back at a later meeting.

Mr. FISHER: It would give us some idea of the balance we have in so far as the money we are putting into these two particular networks is concerned; and it would give some idea of the relationship.

The CHAIRMAN: You would not want it for any great length of time, Mr. Fisher—just a month?

Mr. FISHER: Probably there is a year figure.

The CHAIRMAN: That should not take too much work?

Mr. HENDERSON: I would have to refer back to it at the next meeting.

The CHAIRMAN: Just tell us how much time it would take.

Mr. FISHER: My third and last question to Mr. Henderson—and it is a fairly simple one—is this: in the public appraisal that has gone on of this particular document the word “loss” keeps recurring. You are an accountant. In accounting terms, you look on this analysis in terms of the actual loss?

Mr. HENDERSON: On a profit and loss basis?

Mr. FISHER: Yes.

Mr. HENDERSON: I do not, because under its mandate the corporation has to provide a national service, and the cost of that service is paid by the parliamentary vote, as you know. It recovers what it can from the sponsors, along the lines Mr. Gilmore has explained.

Therefore, I think a proper description of that is that the vote, the taxpayers' money, is to meet the net operating requirements of the corporation—details of which you see under (b) here, where we talk about the parliamentary vote.

To describe it on the basis of a profit, or to describe it on the basis of a loss, or a deficit, is misleading, because of the nature of this particular operation.

Mr. FISHER: Do you have any thought the word “gain” might be used in contrast to “loss”?

The CHAIRMAN: A supplementary question, Mr. McIntosh?

Mr. McINTOSH: Yes, I am referring to this pro forma which we have here—the television program costs and recoveries budget.

I wonder if the same picture presents itself on radio cost and recovery; or is that balance more even? Or, have you, as far as radio is concerned, fulfilled or nearly fulfilled your purpose now in spreading Canadian culture?

Mr. GILMORE: Mr. Chairman, sponsorship of radio network programming has ceased to exist, to all intents and purposes. Sponsorship in radio is being obtained through spot announcements; and following the Fowler commission report we became a little more active in the spot field, which we had previously been restricted in, to try and improve our stations' position in radio. We are gradually doing this. We are not, as yet, and will not be, for some time, in a break-even position.



To answer your question directly, there is no sponsorship of radio programming.

Mr. McINTOSH: And your cost recovery?

Mr. GILMORE: There is no cost recovery on programming.

The CHAIRMAN: Except on spot announcing.

Mr. McINTOSH: Whether you get it on spot announcements or any other way, has it a cost percentage-wise to the public, the same as television?

Mr. GILMORE: We are getting about one-eighth of our budget back in radio.

Mr. FISHER: One of the factors mentioned here is station time. Could you just explain that? What factors are involved in station time?

Mr. GILMORE: Yes, when a broadcasting station is licensed to do business in Canada or the United States, it estimates the coverage that it has in its service area or market, depending upon the radio or television homes in that area. The figure is attached to the purchase of one hour of time on that station.

One hour is then spelled out into the various periods of the day as class A viewing time or listening time, class B, a little less, and so on.

The one hour is further translated downward into fractions of an hour for spot announcement purposes, and class A and B connotations are attached to that. That is the way in which a station charges for its time.

There is one more refinement. In charging for local spot announcements, the station may hope to get a little more than for the network time. I think it is obvious with bulk buying of network time, that you get a little less than for the one-time spot.

Therefore, coming back to the concept of one hour class A time, when we sell our network, just our own stations, and our affiliated stations, we sell one hour time on all these stations, which may total approximately \$12,000 for the full one hour rate, plus the connection, the microwave connection to connect the stations and so on.

There is an interesting point—if I may repeat myself from a few weeks ago: we must, in order to get our 17,000,000 shareholders covered—and we are not doing it fully yet—but in order to come close to them we require about 43 stations. Yet, in one city in the United States, WBCA, or WCBS in New York city—they with one station can cover more people than we are able to do, and they can charge that straight price for the one hour rate with no interconnection.

Mr. FISHER: Each year you have negotiations with the actual private station people who carry your broadcasts. I know that part of it is devoted to programming, and discussions about the kind of programs.

The CHAIRMAN: This is television.

Mr. FISHER: Yes. How much time do you spend on the question of renegotiation of cost figures, or is that something which does not come up at these meetings?

Mr. JENNINGS: It does come up at these meetings. The question of rates is discussed at sub-committee meetings. There is a sub-committee which devotes itself to examining the rates for the programs.

Mr. FISHER: Has the formula ever been a really contentious matter?

Mr. JENNINGS: I think I would agree at the moment that we have not figured out a really perfect formula. It is turning out to be a very difficult problem to provide a formula. We do not have the facilities as yet in Canada to find out on a very accurate basis what circulations the stations have.

Mr. FISHER: This sub-committee is an ad hoc thing, and it is not an off-shoot of CARTB?

Mr. JENNINGS: It has nothing to do with CARTB. It is definitely a relationship between the CBC and its television affiliates.

Mr. FISHER: Recently the BBG allowed private stations greater intensity of spot announcements. Is that not correct?

The CHAIRMAN: I cannot see where that is related to television.

Mr. FISHER: I am interested in the return that the CBC is getting from its attempt to get more income from spot commercials.

Mr. GILMORE: We are trying to get more returns in radio particularly; and in television our returns are pretty fair on spots.

Mr. FISHER: Have you reached the saturation point in radio in so far as spot commercials are concerned?

Mr. GILMORE: No, we have not.

Mr. PICKERSGILL: I have one general question. It was said earlier that some times you got alternate sponsors on alternate weeks. I would assume that in a situation like that—I would like to know if you—I would assume that both these sponsors would be charged the same rates? You would never charge one less than the other?

Mr. GILMORE: This is an assumption, sir.

Mr. PICKERSGILL: Yes, it is an assumption.

Mr. GILMORE: It precludes the right of the corporation to negotiate to get more, depending on the time and the season.

The CHAIRMAN: And on the type of salesman.

Mr. GILMORE: I would like to leave it at that.

Mr. PICKERSGILL: I have discovered the first good reason for keeping these figures secret.

Mr. McINTOSH: Supplementary to Mr. Pickersgill's question, in a program such as PM Party where you only have one sponsor so far, is that sponsor allowed to advertise on each performance of that program?

Mr. GILMORE: No sir, only on the segments that he buys.

Mr. TREMBLAY (*Interpretation*): Well, Mr. Chairman, referring to page 59, we have Soiree du Hockey—Hockey Night—and we have there two sponsors, Molson's Brewery Limited and Imperial Oil Limited. Would it be possible to know what proportion was paid by Molson's Brewery?

Mr. GILMORE: I am terribly sorry, but we do not have that separated right now.

The CHAIRMAN: We will obtain that information Mr. Tremblay.

Mr. A. M. HENDERSON (*Comptroller, Canadian Broadcasting Corporation*): I should explain that the figures on the table here asked for by Mr. Smith were taken directly off the program cost ledger sheets of the corporation. On those sheets we do not carry that breakdown.

Mr. TREMBLAY (*Interpretation*): I put this question because there is a very true relationship between Molson's Brewery and the arena. Therefore, I would like to know what is the exact proportion paid by Molson's Brewery in order to discover whether or not we are faced here with a network monopoly, be it a monopoly on the air.

Mr. GILMORE: I cannot answer the question, but I would like to make a comment to this effect. None of these recoveries show any payment of rights. The rights are not held by the corporation in this instance.

The second thing is the program package we are speaking about. Any variation would be in the program package because station time, distribution, and so on, would be the same for both programs. In the program package, I would make a guess—and I think I would be 99 per cent accurate—that they



pay equal. We could not make a difference in this instance between identical same program. I am pretty sure it would be the same each week for each sponsor.

Mr. CHAMBERS: On Soiree du Hockey you have a program package of \$8,500 and on Hockey Night in Canada there is no program package. There seems to be a greater recovery from the French.

The CHAIRMAN: Which page are you on now?

Mr. CHAMBERS: Page 100. There seems to be a greater recovery in French than in English and I imagine the English has a larger audience.

Mr. RUGHEIMER: This comes back to the statement I made earlier. The pick-up of the N.H.L. semi-final was done by a station in Chicago. They have not billed us yet. This is our own cost of our own mobile unit in Montreal.

Mr. JOHNSON: I want to get this clear. Do I understand in these figures that the cost of rights does not show? Does that mean that the C.B.C. has nothing to do with the rights? Does the Forum charge directly to the sponsor for rights and is it an agreement between the sponsor?

Mr. GILMORE: Yes.

Mr. TREMBLAY (*Interpretation*): Mr. Chairman, regarding the Theatre Populaire program Au Cœur de la Rose, page 11, where we have a cost of \$4,821, I would like to ask what is the average production cost of these theatre programs, be they Teletheatre or other types?

Mr. GILMORE: This particular program was a repeat by kinescope recording of a program done previously. The only costs there were the origination cost of the film plus 65 per cent of the original telecast, which is required in the agreement with L'Union les Artistes. I think this particular program, when it is a live production, is in the range of \$14,000 or \$15,000.

Mr. FLYNN: For a half hour?

Mr. GILMORE: One hour.

Mr. FISHER: I would like to address this question, perhaps, to you, Mr. Chairman, and the committee. Would it be valuable to have some kind of comparison of the total cost figures between United States networks and the C.B.C. network figures? This comparison would take into account relationship between the total number of viewers, the number of the stations and the distribution cost.

Mr. BELL (*Carleton*): That is covered by D.3 on our agenda.

Mr. HENDERSON: The figures asked for by Mr. Fisher and which Mr. Bell stated come under D.3 are not available to us.

The CHAIRMAN: We will discuss that under D.3.

Mr. JOHNSON (*Interpretation*): Well, Mr. Chairman, referring to page 64, the program "Showtime", I see we have the Canadian General Electric as sponsor, and I wish to put the following questions: firstly, for how long has this program been sponsored; secondly, was there a sponsor during the first year and, thirdly, considering the enormous difference between the production costs and the amount received by the C.B.C., considering the number of people performing in that program and considering that many programs are in this condition or in this state, I would like to ask the C.B.C. people if they are considering the possibility of changing their manner of programming production so as to sell the time of the station to independent producers who would try to make ends meet in regard to the production costs of such programs.

The CHAIRMAN: Mr. Jennings?

Mr. JENNINGS: I would like to say, Mr. Chairman, that the C.B.C. has no intention of changing the policy that we have stated here again and again, and that is to carry out the responsibility put upon us of broadcasting and scheduling an over-all television service made up of a variety of things, from informational programs to entertainment programs. I believe both Mr. Rugheimer and Mr. Gilmore have explained the efforts we make to recover as much as we can from the sponsors of these programs. We shall continue to do so, but we do not intend to change the policy, as you suggested; we intend to continue it.

Mr. JOHNSON: Do you not consider that a good deal of money would be saved in overhead, sales and production costs if you did not produce programs but just rented the station time and let the independent producers obtain a sponsor and pay for the programs, thereby making ends meet?

Mr. JENNINGS: I do not see that that enters into the picture.

Mr. TREMBLAY: Instead of "making ends meet", I would prefer the words "tighten the budget".

The CHAIRMAN: That is a management decision.

Mr. CHAMBERS: In connection with the figures that are given to us in regard to a show like "Showtime", are the costs of producing the commercials, which are sometimes quite elaborate, included in this and, if so, where?

Mr. GILMORE: In this program they are included in the costs and in the recoveries under the various objects. In this particular program the commercial message cost us just over \$1,300 and was billed at cost to the sponsor.

Mr. CHAMBERS: That is amongst the recoveries and amongst the costs?

Mr. GILMORE: That is correct. It is distributed through the objects which are shown here.

Mr. CHAMBERS: You make no profit on this?

Mr. GILMORE: We charge the commercial message out at cost.

Mr. CHAMBERS: It has been said—and I would hope this could be refuted—that in certain programs originating in the United States, where a separate commercial has to be used in Canada, that the production of these commercials by the C.B.C. is sometimes done at a loss.

Mr. GILMORE: While that may have been true on specific occasions in the past, it is not true as of this season.

The CHAIRMAN: Gentlemen, may we pass on from costs?

Mr. TREMBLAY (*Interpretation*): On page 49 we have the program "Musique Sacree" costing \$24,971. Mr. Gilmore, would you be good enough to tell me if the C.B.C. attempted to obtain a sponsor for the program?

Mr. JENNINGS: While Mr. Gilmore is looking for that information, may I make a supplementary answer to Mr. Johnson's question. This is not only policy, but we are required by the act, under section 29, to carry on a national broadcasting service.

Mr. GILMORE: In answer to Mr. Tremblay's question, this was a special program for holy week and there was no effort made for any sponsorship for any special program in holy week.

Mr. OUMET: Religious programming is one area where we do not go after sponsors.

Mr. FISHER: Mr. Chairman, are we going to have an opportunity to go into (b) (i)?

The CHAIRMAN: Gentlemen, may we insert this table as appendix A?  
Agreed.



The CHAIRMAN: I would suggest, if it is agreeable to you all, ladies and gentlemen, that we reconvene this afternoon at 3 o'clock, and perhaps the steering committee would be good enough to meet in my office at 2:30.

Mr. BELL (Carleton): Before we breakup, Mr. Chairman: I imagine the officers of the C.B.C. have prepared statements on quite a number of matters on the agenda. Would it not expedite matters if we could run through the agenda and have the statements that have been prepared available to us this afternoon?

The CHAIRMAN: We can discuss that at the steering committee meeting.

Mr. PICKERSGILL: I think that could be discussed by the steering committee.

The CHAIRMAN: Is that agreeable? Then, 3:00 o'clock this afternoon. Thank you very much.

#### AFTERNOON SESSION

Tuesday, July 7, 1959.  
3:00 p.m.

The CHAIRMAN: Gentlemen, we have a quorum. Since this morning's meeting the chief of the Committee Reporters came up to my office to discuss the corrections that Mr. Pickersgill made in the proceedings of July 2. He showed me the file copy of the proceedings for that day, and this clearly indicated that the errors, as such, were made in the printing and not in the reporting.

I just wanted to get it on the record. These boys are doing a good job, and I know it.

Some Hon. MEMBERS: Hear, hear.

The CHAIRMAN: We had a steering committee meeting, which has just concluded, and several points have been suggested by the steering committee.

The first is that we withhold any further questioning on the Smith motion on costs until we have had a real opportunity to study them and to see if we cannot eliminate a lot of the questions on individual programs.

The second thing is that Mr. Pickersgill has agreed to withhold his motion, the one he intended to make at the end of these proceedings, in an attempt to see how much of our agenda we could possibly get through today and tomorrow. I have a feeling, if we can hold these over now, we can get through quite a large part of our agenda today and tomorrow.

It was also recommended by your steering committee that we change our agenda, whereby Part "H" would be given priority. There is quite a number of the members who are interested in new development and extension of services. I am sure most of the members are interested. Is that agreed, gentlemen?

Mr. TREMBLAY: No.

Mr. JOHNSON: No, I cannot agree, Mr. Chairman.

Mr. TREMBLAY (Interpretation): No, Mr. Chairman, I would prefer us to follow through with the agenda as it was proposed at the time of its adoption.

The CHAIRMAN: Does anybody else wish to speak on the request of the steering committee?

Mr. McQUILLAN: Mr. Chairman, I have spent a good deal of time at these meetings, though I have not asked many questions, and I am here because I am primarily interested in section "H". I have a feeling that if we do not cover it during these sittings of the committee, we probably never will get back to it.

A great portion of the population of Canada is interested in that section "H". I think probably about 30 per cent feel they are contributing in taxation to the support of programs for the other 70 per cent.

I would like to support the suggestion we pull section "H" ahead.

Mr. FISHER: I would like to support the idea very strongly, Mr. Chairman, for the very same reasons Mr. McQuillan has mentioned.

The CHAIRMAN: It was the consensus among your steering committee that section "H" was such that in spite of everything else it should be covered.

Mr. Johnson?

Mr. JOHNSON: May I suggest we carry on with the agenda now; but we could go to section "H" when we have dealt with "E", instead of going through sections "F" and "G".

The CHAIRMAN: Again, I thought we would continue with our agenda as is, for today. Then we could get on with section "H" tomorrow. I think, maybe, we could do that if every person agrees.

Mr. JOHNSON: Take section "H" tomorrow, and then go back to the agenda on Thursday?

The CHAIRMAN: Then we would come back to the other points. Is that agreed?

Mr. JOHNSON: On that understanding.

Agreed.

The CHAIRMAN: I have this telegram Mr. Tremblay was asking about this morning, and I think we should read it into the record.

It is addressed to myself, as chairman, and reads:

The radio and television authors, actors, and producers have followed with close interest the meetings of your committee. As they are directly affected by the remarks made in the committee and by the decisions which may arise from them, the groups named below believe it is their duty, not only as taxpayers and citizens but also as members of the very professions to which they are devoting their lives, to cooperate in that work. Through the unions and professional associations representing them, the authors, artists, and producers of Quebec and Montreal have already prepared a short brief for your committee setting forth their points of view on several important questions.

L'union des artistes de Montreal, and the association of producers, the society of authors and the society of artists of Quebec would like to present this brief at a future meeting of your committee. These groups therefore request that you let them know on what date their representatives could be heard. Hoping for a prompt reply.

This is signed by the four associations.

Your steering committee has instructed me to write them exactly the same as we have written to every other person who wished to appear before this committee, stating we seem to have rather a full agenda, as is, but that should there be time to hear any person else that we have not agreed on hearing, we would consider their request at the same time as that of any other person.

Is that agreed by this committee?

Agreed.

Mr. McINTOSH: I do not agree on the same grounds.

The CHAIRMAN: But as long as we get through it, that is all right.

It was also suggested this morning that the C.B.C. table as much information as there is available, and we will print much of it as an appendix.



Colonel Landry, do you have any of that information that we have requested, which could be tabled at this time?

Mr. LANDRY: Yes, sir, I might say our secretary to the board of directors has already written Mr. O'Connor in the matter, and I would like just to inform you of that, first of all.

There were three outstanding questions, I believe, that were left open. One was from Mr. Smith on May 14, concerning the operating cost of one or two C.B.C. stations, including numbers of staff. This will be available on July 14 in the usual number of copies for distribution.

The next question was from Mr. McGrath on June 2, concerning an explanation of functions of information services. The corporation is ready to speak to this question at any time. Item E-4 (a)(iii) refers to the same subject, and possibly you would want it discussed at that time.

Mr. Chambers, on June 16, asked for a breakdown of cost for the international service by language; and an explanation of increase in expenditures for stationery and printing of publications. This will be available for distribution to the committee on July 9. That is next Thursday. I believe these are the only questions outstanding.

Turning to the agenda, all material required under items "A" and "B" has been submitted. In connection with item "C", controversial and political broadcasting, the governing rules referred to in C-1 were submitted on June 1. This is the so-called white paper.

The only other material to be tabled under item C is the list of commentators on the French networks, C-3(b) for the years 1955, 1956 and 1957 which I believe was requested by Mr. Tremblay. This material is still in the course of preparation and I am advised that, while the required information for 1957 and for the last four months of 1956 can be provided there may be some difficulty for the period before that when complete records were not kept.

There is no further material to be tabled in connection with agenda item D, finance. The P.S. Ross letter of May 1, 1958, to the C.B.C. has already been distributed.

Under the heading of organization, agenda item E, a table of personnel statistics for the last five years, E-2(a), is ready for distribution immediately. Also, samples of individual contracts, E-2(b) can be distributed at any time. Copies of the corporation's contracts with various trade unions, E-2(f) are not available in quantity, but a copy of each contract can be filed with you at any time.

Under the commercial organization heading a table showing the number and location of sales personnel, E-3(a) is ready for immediate distribution. The record of performance of the commercial organization of the corporation for the last three years, E-3(c) will be available for distribution in quantity on July 9, next Thursday.

I believe that the item on public relations and information services should be No. E-4. Under this heading a table showing number of staff and annual costs for the past five years, E-4(a) is ready for immediate distribution. Similarly a table showing the purpose and costs of C.B.C. publications is ready for distribution at any time.

Agenda item F, engineering and property, has eight subsections. The data on all of these subsections except 4 and 8 will be ready in quantity for distribution on July 9.

The corporation will be prepared to deal verbally with agenda item G, network relations. With respect to new developments, agenda item H, a statement in connection with extension of coverage to remote areas, H-2, has already been submitted to you in 75 copies.

If there is any further information you require in connection with these points we will try to provide it.

Mr. McGRATH: I did not hear a reference to a question I asked regarding the main production centres across Canada. I asked a question. I cannot recall when it was, and I cannot find it in the minutes right off. I asked a question in regard to the main production centres of Vancouver, Toronto, Montreal, Halifax, and I think, Winnipeg.

The CHAIRMAN: I recall something about that.

Mr. McGRATH: And Mr. Pickersgill had a supplementary question.

The CHAIRMAN: I feel quite sure that we have that here and that it has not been distributed. Mr. O'Connor has three or four items he intends to distribute at our next meeting, and I believe that information is amongst them.

Mr. JOHNSON: With regard to the contract with the unions, I understand Mr. Landry says that they do not have copies for each member here.

Mr. LANDRY: We have a few copies.

Mr. JOHNSON: You have a few copies. Have you a copy for the member who asked the question? I remember asking it.

Mr. LANDRY: You will have a copy.

Mr. FORTIN: I also requested the amount that has been paid by the C.B.C. for rental of premises in the different cities where stations are operated by the C.B.C. if I recall it.

The CHAIRMAN: We have that also. It will be distributed at the next meeting, possibly tomorrow.

Mr. McQUILLAN: Some time ago a member of the committee requested a map showing the coverage of the C.B.C., TV and radio. We were promised that it would be furnished to us.

The CHAIRMAN: I think that was already tabled, but I am not sure.

Mr. LANDRY: That will form part of Mr. Richardson's coverage demonstration.

Mr. JOHNSON: On June 9 I asked about films, and I got an answer on June 22 at page 493. Then I asked for further details, which had not been given on the 22nd. That request was made on June 23, I believe, or later. Can Mr. Ouimet tell me if he is ready to submit those figures to me?

The CHAIRMAN: It seems to me that there was a question at that time as to whether they were going to get that. Can you find in the evidence when you asked for this?

Mr. JOHNSON: It was June 9.

The CHAIRMAN: Page 375, so they tell me.

Mr. JOHNSON: Pages 375 and 376.

The CHAIRMAN: While you are asking for that, as I see here on page 377, Mr. Flynn and I had an exchange. He spoke, and then I came in later, and I do not think there was a clear understanding.

Mr. JOHNSON: There was. It is not reported exactly, but I know that Mr. Ouimet had agreed at a certain point, and when we came out of this discussion, it came out on page 375, and I put a question which was accepted by Mr. Ouimet; so I believe we could call it quits. Then you went on to something else. Since there was no disagreement about my last statement, I believe that this left us under the impression that everything was okay.

Mr. M. OUMET (*Deputy Controller of Broadcasting*): If you will look at the record you will find that I agreed to something earlier, not quite the last question.



Mr. JOHNSON: No. I was referring in my last statement to the fact that you had agreed earlier, and then we came to the details which started with a discussion of dates, and I brought it down to the last few years.

The CHAIRMAN: Let us have that and we will review it at our next steering committee meeting, and come to a decision. Is that satisfactory? That is so we may get along with this meeting again. All these things will be tabled, or as many as possible, at tomorrow's meeting or today; some of it will be tabled at today's meeting. Mr. O'Connor has quite a considerable quantity, five different items, for tomorrow.

Now, let us get back to the agenda. It is Programming and Newscasting.

Mr. JOHNSON: Before that, might I ask another question for which the evidence might be tabled? It has to do with a publication by the C.B.C., Montreal, for the French network, entitled *La Semaine à Radio-Canada*.

I would like to ask a question concerning the personnel, the clerical staff, the editorship, the cost of the publication for each issue, and the name of the printer. Oh, that is given on the publication itself; but was the contract awarded by tender?

The CHAIRMAN: Information services will be on, and we shall try to get the information ready for you by that time; that will be during information services.

Are there any questions on item B-1, that was tabled this morning? That was "expenditures and staffs, 1955-1958, at the different locations".

Mr. McGRATH: May I have a copy of that statement. I was not here this morning?

The CHAIRMAN: Is anybody else missing a copy?

Mr. BELL (*Carleton*): Such an admission to make, for the record!

Mr. McGRATH: I hope that does not get on the record.

The CHAIRMAN: Are there any questions on this?

Miss AITKEN: I want to ask why in Toronto under film production and processing there are no costs given at all?

The CHAIRMAN: Who would like to answer that question?

Mr. GILMORE: Under Toronto?

The CHAIRMAN: Yes, under film production and processing there are blanks.

Mr. GILMORE: The answer will be found if you look above. I was answering it by looking under National Television News; that is where it appears in Toronto, the first section.

Miss AITKEN: Why is the charge to radio so much higher than the charge to television under that heading of Toronto?

Mr. GILMORE: Under Toronto the set of figures shown are for the National Radio News, whereas under National Television News you will see that the charge is for television, which is much higher.

The CHAIRMAN: Does that answer your question?

Miss AITKEN: Yes.

The CHAIRMAN: Are there any other questions concerning B-1?

Mr. FISHER: Has the C.B.C. received any direct complaint from any of the metropolitan newspapers in Toronto as to the scope and time of their telecasts in so far as news is concerned?

Mr. GILMORE: Not to my knowledge.

Mr. JENNINGS: Not to our knowledge.

Mr. FISHER: And one other question: generally speaking, during that news programming I understand there are a number of agencies, some of American origin, that produce films of various kinds for television. They shop around, and are able to get distribution fairly widely, and they are used to quite an extent on the American news networks. Are you using any such film that comes from American defence sources; that is, American government sources?

Mr. JENNINGS: This would not be a source of news for our television news service and we would not use it, as far as I know.

There was a picture—I would have to have my mind cleared on this—made by the United States army information service on the Canadian army, which we carried, with duly edited top and bottom on it, with Canadian army people. That is not the news you are talking about.

Mr. FISHER: Could we have an assurance that there is no film used on C.B.C. television news that comes from any of these American government agencies?

Mr. JENNINGS: Quite frankly, I do not see how I could give you that assurance. This is not a source of supply to us.

Mr. GILMORE: May I just say that we do not use that material as a story. But we do—

Mr. JENNINGS: We might use a clip.

Mr. GILMORE: What we may use of this material is a stock shot, because it is extremely valuable—to get a stock shot of atomic cannon, for example. You cannot get it anywhere else. It might be used in News Magazine, or some of our dramas, or, indeed, some of our news—but not as a news story per se.

Mr. FISHER: There have been complaints before the United States senate committees about, in effect, the military agencies who are producing film that they feed out to television networks. It is used in television news and is, in effect, a sort of empire building in various fields.

I wanted the assurance that there was not any extension or elaboration of that sort of thing into Canada with that kind of films.

Mr. JENNINGS: I think I can give you that kind of assurance, quite definitely.

Mr. PICKERSGILL: Could you give us any assurance about any other governments?

Mr. JENNINGS: I could give this assurance, I think—that the news service turns to legitimate sources for its news. As Mr. Gilmore says, anything of this sort might be in the stock shot library and might be used as illustration films or in some other way. I think I can certainly give the assurance that it is not used as propaganda in any way.

Mr. PICKERSGILL: That is precisely the point.

Mr. FISHER: I have, again, to illustrate the American example to ask for assurance, because there have been some complaints in the United States over the fact that in certain instances this has happened. In one case Mr. Rockefeller hired his own television camera men, processed his own film and had that released to news stations. Nothing like that could happen in Canada, in either the political field or in the manufacturing field?

The CHAIRMAN: I do not think anyone has that much money.

Mr. JENNINGS: I do not know whether you could put Mr. Rockefeller up as a stock shot, or not, in the future. No—we turn to our own news covering sources, our own stringers, and to legitimate news sources to get this material. I think our news staff would be very much on the alert for anything that could be a "dupe" for propaganda film, which we might be suckers for. I do not think there is any chance of that.



Mr. McINTOSH: What is the meaning of that expression "stock shot"?

Mr. JENNINGS: Stock shot is, I suppose, in a sense, timeless film; it is a stock picture, film that you can go to and take out as film for a background of a story or as an illustration of a story that comes up. There is another phrase, other than stock shot.

Mr. GILMORE: Library material.

Mr. JENNINGS: Library material.

Mr. McGRATH: Could I have an explanation of figures for St. John's, Newfoundland, because there is a private television station there. It is the only one here that does not have a C.B.C. television station.

Mr. GILMORE: We do not have anything on the private station costs of that nature at all.

Mr. PICKERSGILL: This is radio.

Mr. McGRATH: These are referring strictly to radio?

The CHAIRMAN: That is right.

Mr. McGRATH: It is for the Newfoundland region?

Mr. GILMORE: Yes.

Mr. CHAMBERS: I want to know, Mr. Chairman, if any news material, film or otherwise, was sold by the C.B.C. to networks in other countries, to movie newsreel people or anyone else?

Mr. JENNINGS: What did you say just before—something "and other countries"?

Mr. CHAMBERS: Networks in other countries. In other words, do you sell material in the C.B.C. to American networks?

Mr. JENNINGS: We have exchange arrangements in several fields. We have an exchange arrangement with Columbia Television—C.B.S. TV news—and we have an exchange arrangement with U.P.I.

Mr. GILMORE: B.B.C., I. T.V.

Mr. JENNINGS: With the Independent Television Association in Britain, with the French, and so on. We even have exchange arrangements with the Japanese television.

Mr. CHAMBERS: How does this work out financially: is it an even thing do we pay, or do they?

Mr. JENNINGS: It is worked out on a contra-account basis; I cannot tell you. It is much more beneficial to us than it is to them.

Mr. McGRATH: Would the same apply to your exchange service with private television stations?

Mr. JENNINGS: In Canada, do you mean?

Mr. McGRATH: Yes, in Canada.

Mr. JENNINGS: The arrangements we have here—as I believe I explained earlier on when we were on the news broadcasting part of it—is this: there is a television cooperative, which was organized by the C.B.C., in cooperation with private stations, in which the C.B.C. works as administrator and clearing house for film, which is loaned out to the private stations who are members of the cooperative. We receive back from the co-op a daily supply of Canadian television film.

In addition, the co-op has exterior arrangements with people like B.C.I.N.A., the British Commonwealth Television Film Agency, which makes their film available to the co-op.

The CHAIRMAN: Might I suggest that is going to be covered in Part "G", Network Relations, relations with private radio and private T.V.

Mr. CHAMBERS: There is one question which I do not believe Mr. Jennings answered. Do you sell any film to newsreel people?

Mr. JENNINGS: I do not think we do. I think all our arrangements are with television film people.

Mr. GILMORE: Except for one or two outstanding occasions we have had no sale at all. One I can think of was the tragedy—

Mr. JENNINGS: The British Commonwealth games.

Mr. GILMORE: Yes, and the tragedy of the aircraft crash around Saskatoon.

Mr. JENNINGS: But it is the exception, by far.

The CHAIRMAN: Are there any further questions on "B.1"?

Mr. McINTOSH: Are we now on "B.1(b)"?

The CHAIRMAN: This is "B.1(a) (b)", actually. Are there any further questions on this?

Mr. McINTOSH: Mr. Chairman, I have a question to ask on B.1(b) with regard to the C.B.C. teams.

The CHAIRMAN: With regard to C.B.C. what?

Mr. McINTOSH: Camera teams kept in various countries. I was told by you that we would get on to that, on a previous occasion. May I ask the question now?

The CHAIRMAN: Yes.

Mr. McINTOSH: I would like to know how many C.B.C. teams there are, in what countries they are located, and at what cost?

Mr. GILMORE: Mr. Chairman, we have no teams as such in foreign countries, in my definition of a team—that would be a cameraman, a commentator and an engineer. We do not have any team per se.

Mr. McINTOSH: Reference was made to them by the chairman at a previous meeting.

Mr. GILMORE: May I put it this way: we have approximately 150 stringers throughout all parts of the world who do two things: they submit material without assignment—on speculation—and where it is accepted we pay a minimum of \$35 per assignment. Then they procure for us film footage by shooting it themselves, normally, on assignment, on the same basis. For certain specific assignments we do mount a small team to accompany an outstanding personage to another country, to give material for four or five programs, News Magazine, Close-Up, Explorations, or the news.

We might send a team like this throughout the U.K. and Europe. In such a case the cost is less than \$2,000 to \$3,000 per show, the cost of this team. Then the other case we have is where we send a small camera team down to a "hot spot" of news, such as Suez. We flew them down very quickly for that—we did, also, for the Algerian crisis—to have on-the-spot coverage and interviews in French and English for both our network services.

Mr. McINTOSH: Do I understand you to say that they are only paid on an assignment basis?

Mr. GILMORE: No, the teams are on an estimated cost ahead of time. These are estimated by the network production centres and these estimates are sent to Ottawa for study and authorization to see if, firstly, the program idea seems good, and that we will get a reasonable distribution of this material through several programs. That is in the case of the teams. In the case of stringers, who are really free lance film cameramen all over the world, they are assigned only on a footage and subject basis.



Mr. McINTOSH: I would like to ask a similar question in regard to the C.B.C. commentators.

Mr. JENNINGS: Do you mean our correspondents in Paris and London?

Mr. McINTOSH: Yes.

Mr. JENNINGS: They are not members of the staff, but are under contract and work on an almost full-time basis. They are allowed some freedom to do additional work; but our own present plans are to bring them more closely into the staff.

Mr. FISHER: I have a supplementary question. Would Donald Gordon Jr., for example, be under contract or on an assignment?

Mr. JENNINGS: Under contract.

Mr. PICKERSGILL: How many of these people are?

Mr. JENNINGS: Approximately five.

Mr. PICKERSGILL: Could you say five-and-a-half?

The CHAIRMAN: Mr. Taylor, do you have a question?

Mr. TAYLOR: Am I to understand from the statistics that there are 15 people in Vancouver who provide the radio and television news service?

Mr. JENNINGS: Yes, radio staff. The figure for 1958 is 15.

Mr. TAYLOR: Could you give any indication of the number on duty, say from Monday to Friday, and the number on duty on Saturday and Sunday? Have you more working in the week and less on the weekends? I am asking this question for this reason, that some people say your reporters are not available on the weekend.

Mr. JENNINGS: At some times during the weekends the wire services are pretty dead and sometimes they are not operating. I do not like to guess at that, but I will guess and say that on the weekend, probably until we come up to the time when the wire is open again, the news room probably is not as active as other days of the week.

Mr. GILMORE: May I supplement Mr. Jennings' statement by saying that normally these periods are call-in periods and we have to pay overtime on that. We call them in on assignment and it is pretty much that kind of an arrangement.

Mr. TAYLOR: That is what I am getting at, that most work a Monday to Friday week and on the weekends they are available; in other words, they do not seem to stagger their shifts, as in the case of other radio stations.

Mr. JENNINGS: They are on shift.

Mr. GILMOUR: We maintain a seven-day operation, but over the period where we have to pay overtime we cut back.

The CHAIRMAN: Gentlemen, are there any further questions in connection with B.1.? May we leave it?

Agreed.

The CHAIRMAN: Before we go to part C., Mr. O'Connor is having distributed—

Mr. PRATT: May I ask whether these are figures or fly specks?

The CHAIRMAN: Mr. Pratt, you will have to get new glasses. May I have your permission to print only that which is thought necessary?

Agreed.

Mr. PICKERSGILL: And a minimum of that.

The CHAIRMAN: Yes. Part C. is next, Programming—Controversial and Political Broadcasting.

Mr. PICKERSGILL: Are we skipping the rest of B.?

The CHAIRMAN: It is all pretty well covered in here. No. 1 is the review of governing rules. Are there any questions in connection with the white paper?

Mr. BELL (*Carleton*): Did we not agree that that was a matter for the Privileges and Elections Committee at the next session of parliament?

The CHAIRMAN: We discussed that; I do not know whether or not we agreed. Do you recall our decision?

Mr. FISHER: I would like to ask a question on that. I would like to ask Mr. Jennings what the C.B.C.'s view is at the present time in connection with these rules. Do you feel this is now a matter for the B.B.G. and solely theirs, and that you are completely free from this field?

Mr. JENNINGS: No, we do not. I mentioned at an earlier meeting that while the B.B.G. has issued a new white paper, as of March 31, we are in the process of revising our own white paper inside the corporation to spell out our own policies and directions in this field of political and controversial broadcasting. By and large the main sections of that will remain very similar to the statement of policy that appeared in our old white paper, the statement of policy in connection with political broadcasting. If you would like me to read it, I will.

The CHAIRMAN: I think you should, Mr. Jennings.

Mr. JENNINGS: If I may, what I will do, since the whole copy covers controversial and political broadcasting, is to cover the policy statements concerning those two as they are specifically set out; and then I might go on to mention the list of commentators for 1958, which we have put out; and then, if it would be your wish, to go on and give the statement of direction which exists within the corporation in regard to the general selection of speakers and the achieving of balance and so on. I do not know whether or not you have the copies of the white paper that was distributed earlier. It reads:

The corporation's statement of policy

as it appeared in our white paper first and, as I presume, it will appear in our new directive when we issue it.

Under the heading "political broadcasting" it says:

For the proper functioning of representative and democratic government, it is essential that the public should be fully informed of the issues at stake in any election and of the position and position and policies of the various parties towards those issues. Broadcasting is today one of the most powerful means of disseminating information of this kind.

I will skip the second paragraph, which is now within the field of the B.B.G. and go on to the statement of policy:

The corporation assumes this responsibility as a function of public service broadcasting. In accordance with its general policy of encouraging fair and adequate presentation of controversial questions of public interest and concern, the corporation has instituted a general plan for party political broadcasting. This plan includes the provision of network time free of charge to recognized political parties during dominion and provincial elections, thus giving all parties the opportunity of speaking to a wide public irrespective of their capacity to buy time, and a limited amount of free network time to recognize party leaders or their representatives in the periods between elections.



Then under the general heading "controversial broadcasting" there is another statement, which reads as follows:

The corporation does not exercise censorship. It does not restrict the nature of material to be broadcast, except to see that such material conforms with its printed regulations.

The policy of the corporation, with regard to controversial broadcasting, is based on the following principles:

1. The air belongs to the people, who are entitled to hear the principal points of view on all questions of importance.
2. The air must not fall under the control of any individuals or groups influential by reason of their wealth or special position.
3. The right to answer is inherent in the democratic doctrine of free speech.
4. Freedom of speech and the full interchange of opinion are among the principal safeguards of free institutions.

In the view of the corporation, these principles are not promoted by the sale of network time to individuals or commercial concerns for broadcasts of opinion or propaganda. The principles can be furthered by the provision of free time to competent speakers to present, without let or hindrance, varying points of view on questions of the day. The best safeguard of freedom of discussion is a policy which permits opportunity for the expression of varying points of view. Then, Mr. Chairman, in that white paper of ours, in a general summary, there was another statement under the heading, General, Freedom of Speech:

In accordance with its policy of resisting any attempts to regiment opinion or to throttle freedom of speech, the corporation lays down no specific rulings covering controversial broadcasting. The corporation itself supports the policy of the fullest use of the air for:

- (a) Fortright discussion of all controversial questions;
- (b) Equal and fair presentation of all main points of view;
- (c) The discussion of current affairs and problems by informed, authoritative and competent speakers.

Broadcasting is a changing and expanding art and no fixed and permanent criterion can be set down for the best method of presenting controversial material.

These policies have been adopted in an effort to ensure that the medium of broadcasting may remain at the disposal of the nation, regardless of party, section, class or creed.

Back in the little preamble to the (a), (b) and (c), where it says that the corporation lays down no specific rulings that, of course, refers to the time when the corporation had the regulatory function. It did not lay down any specific regulation. This is only to say it itself supports the policy of the fullest use of the air, and so on.

The CHAIRMAN: Are there any questions on that aspect?

Mr. FISHER: You said in there that you do not exercise censorship,—that is, that you, on a free political broadcast, for example, would have no connection with the content.

Mr. JENNINGS: We do not exercise censorship.

Mr. FISHER: Do you remember the case which happened in the C.B.C. French network, the talk of Michel Chartrand, last year?

Mr. JENNINGS: I do.

Mr. FISHER: Which was given on television and was barred or forbidden on radio. Could you explain to me why it was allowed in the one case and not on the other?

Mr. JENNINGS: Because, following the television broadcast, I think I am correct in saying legal opinion was that the speech was in contempt of court—in contempt of the judiciary.

Mr. FISHER: Had you taken any steps when you first saw the script of the telecast?

Mr. JENNINGS: No.

Mr. FISHER: In other words, did you have a complaint which led you to get the Minister of Justice to review this?

Mr. JENNINGS: I myself cannot recall because I was not directly connected with the details of what representations were made. My present recollection is that following the delivery of the broadcast, the television script was examined and competent opinion was that it would likely be held in contempt. For that reason we felt we would not repeat it on radio.

Mr. FISHER: Is there anyone here who could give me the details of the chronology of events. I am interested in whether or not Associate Chief Justice Scott called the C.B.C. and asked that this broadcast be not repeated?

Mr. JENNINGS: That I cannot tell you, from my own recollection.

Mr. FISHER: Is there anyone here who can? You cannot tell me whether or not there was any request from the council of the bar in Quebec?

Mr. JENNINGS: No; I am sorry I cannot recall the details. I do not suppose I ever really knew them at first hand.

Mr. FISHER: Could you tell me whether or not this is a true quotation from a letter sent to Mr. Chartrand by Gérard Lamarche, director of programs, French language. It says: In the opinion of the Minister of Justice, the broadcast of the speech could eventually place the C.B.C. in a legally dangerous position.

Mr. JENNINGS: I can only say I assume we—the C.B.C.—must have secured our opinion from justice.

Mr. FISHER: Could you explain to me the meaning of "eventually place the C.B.C. in a legally dangerous position."

Mr. JENNINGS: No; I am sorry. I presume it means that if we went ahead with a repetition of the text of the broadcast, then—what I am trying to say is—we would be in contempt.

Mr. FISHER: I do not want to take up any more of the committee's time, but could I request I be provided with a brief chronology and interpretation of the events which took place? I have had this in person from Mr. Ouimet, the president, and at the time it did not make sense to me. I would like it down on paper.

The CHAIRMAN: A personal letter to you?

Mr. FISHER: I think it should come to the committee because it is the one example of which I know of a broadcast being allowed, and then disallowed. I am not saying it does, but it may raise questions of freedom of speech and there may be a denial of the very principles Mr. Jennings has talked about.

Mr. FLYNN: It could only happen to Mr. Chartrand.

The CHAIRMAN: You will recall we decided some time ago that before we ask the C.B.C. for anything more, we would bring it up before the steering committee.

Mr. FORTIN: Under the heading, federal elections, I see there are five conditions to be fulfilled in order to obtain free periods on television and radio. I



see that the fourth condition is to have representation in the House of Commons. I would like to know why this clause is not included at page 5 under the heading, provincial legislatures.

The CHAIRMAN: You are referring to which documents?

Mr. FORTIN: Political and controversial broadcasting, policies and rulings, Canadian Broadcasting Corporation.

Mr. JENNINGS: These rulings were arrived at following a discussion with political parties. I cannot answer why the omission occurs under "provincial".

Mr. FORTIN: Do you not think the conditions should be the same?

Mr. JENNINGS: I would think it would be logical they should be.

Mr. FORTIN: Is there a possibility of correcting that situation?

Mr. PICKERSGILL: Would that not become a question for the B.B.G.

Mr. JENNINGS: But it also still remains a question for our own internal operation of the network.

Mr. JOHNSON: When the B.B.G. were before us I asked a question and I believe the answer was that it was decided between the B.B.G. and the C.B.C. in conference.

Mr. JENNINGS: No; we work with the B.B.G. in transferring a part of this white paper across to them as a matter of cooperation. What you have there now I think is the old white paper.

The CHAIRMAN: Mr. Jennings has agreed there is no reason why there should be a difference between federal and provincial. He has already agreed on that and I imagine there will be a change.

Mr. JENNINGS: I imagine so.

The CHAIRMAN: Are there any other questions?

Mr. FORTIN: Did he say "should" or "should not"?

The CHAIRMAN: He agrees there should not be any difference and therefore there will be a change.

Mr. FISHER: He did not make that undertaking.

The CHAIRMAN: Close to it.

Mr. PICKERSGILL: I suggest perhaps it is not within Mr. Jennings' competence or the C.B.C.'s. I think if we look at the statute we will find it is a B.B.G. function—the apportionment of time between political broadcasts.

The CHAIRMAN: I understand Mr. Johnson asked the question and I recall the evidence right now, but certainly it should be referred both to the C.B.C. and the B.B.G.

Mr. JOHNSON: Mr. Stewart said he would have a conference with the C.B.C. on this matter.

Mr. CHAMBERS: In respect of hiring the people for the talks department—

Mr. PICKERSGILL: What are we on now?

The CHAIRMAN: We are still on Part C, item 1.

Mr. CHAMBERS: What I want to ask is in appointing personnel to be in charge of this type of program has the C.B.C. made any inquiry into their political leanings?

Mr. JENNINGS: I think, Mr. Chambers, that we select for our staffs in this field the most competent persons we can find.

Mr. CHAMBERS: I am sure you do, but that is not my question.

Mr. FLYNN: On a point of order, I have several questions on this point, and I do not think we should start on this matter.

The CHAIRMAN: That has nothing to do with governing rules. When you started on this I thought it had not. Any more questions on (C 1), review of governing rules, the white paper?

Mr. TREMBLAY: Mr. Chairman—

The CHAIRMAN: Is your question on that, Mr. Tremblay?

Mr. TREMBLAY: Yes. (*Interpretation*): Mr. Chairman, referring to page 2, I see the principles of the Canadian Broadcasting Corporation are mentioned in connection with controversial broadcasting. And in No. 3 we see that: the right to answer is inherent in the democratic doctrine of free speech.

Mr. Chairman, I would like some definition, please, of what they call "the right to answer".

Mr. JENNINGS: I would think, Mr. Tremblay, the right to answer would be when the subject is of general interest to a wide number of people. Where one opinion has been put forward about it, there is the right on the side of a group of a substantial nature which held opposite views to that. Thus, we would recognize their right to answer.

Mr. TREMBLAY (*Interpretation*): Yes, but Mr. Chairman, in this case I consider that some broadcasts which come under the category of commentaries would call for a right to answer; and I will give you a specific example of this.

For instance, in the case of a broadcast which I heard, or saw rather, a few days ago, there was a commentator who was analyzing the situation in a certain part of the province of Quebec; and he made a charge against the government of that province.

Do you not think, in a case like that, that there was no respect of the right which is set forward here?

Mr. JENNINGS: I would say this, Mr. Tremblay, that in our opinion, on controversial broadcasting the producers in charge, and the planners, are continually analyzing the output, to make sure that so far as is humanly possible it is a balanced presentation.

I see you smile when I say, "as humanly possible"; that is done.

Mr. TREMBLAY: Of course.

Mr. PRATT: I wonder, on page 2—

Mr. BRASSARD (*Lapointe*): I have a supplementary question on that point.

Mr. PRATT: This is supplementary too.

The CHAIRMAN: Mr. Brassard had his hand up first.

Mr. PRATT: Après vous monsieur.

Mr. BRASSARD (*Lapointe*): I wonder if this right to reply could apply to a comment made within the eleven o'clock news by a member of parliament?

Mr. Tremblay has pointed out an example, and I would like to point out another one, one which he could have very well pointed out himself.

When we were discussing—

An Hon. MEMBER: Do not be cruel.

Mr. BRASSARD (*Lapointe*): No, I am not being cruel. When we were discussing the Trans-Canada Highway Act amendments introduced in the house a few months ago by Mr. Green, a few members of parliament of the P.C. party decided they would not vote on the amendment. They did not vote in fact, and that same night, on the eleven o'clock news, Mr. Tremblay—

Mr. TREMBLAY: No personalities.

Mr. JOHNSON: No personalities, Mr. Chairman.



Mr. BRASSARD (*Lapointe*):—was invited to go to the C.B.C. studio and make a comment, to explain why the Quebec P.C. member did not vote on that amendment.

Why a Liberal or C.C.F. member would not have been invited to comment and would not have that right—the answer is pointed out by Mr. Tremblay—I would not know.

Mr. JOHNSON: I have the answer: it is because they voted against—

The CHAIRMAN: Just a moment.

Mr. FLYNN: It was not an attack on the Liberals.

The CHAIRMAN: Quiet, please, gentlemen. We are getting into personalities, and we are getting no place.

Mr. PRATT: If I may probably ventilate this question: on page 2, item 3, which we are discussing, I am wondering if there was any deep psychological, sub-conscious significance to the misuse of the word "doctrine". The first two syllables written here are, "doctor", which may suggest some changing.

Mr. JENNINGS: I do not know. I made a correction of my own, and struck out that extra letter "o".

Mr. PRATT: You do not think there is any psychological significance?

Mr. JENNINGS: I do not know whether the stenographer typed it under some sub-conscious influence or not.

The CHAIRMAN: Any further questions?

Mr. McCLEAVE: I am sorry I arrived late, but the final score was 5 to 4 for the national league.

The CHAIRMAN: This is on the white paper Mr. McCleave.

Mr. McCLEAVE: I wanted to ask a question on controversial broadcasting.

If a reputable journalist is called a dim-witted idiot by another person on a C.B.C. program, do you make it the practice for that man to reply to the charge or statement made against him?

Mr. JENNINGS: I think, Mr. McCleave, when our commentators get into that kind of affair we try to stop their habits, or rather tone down their habits rather than open up the air to a sort of bull pit for the exchange of this kind of remark.

The CHAIRMAN: Exactly what the chair is trying to do here.

May we go on to item 2, gentlemen?

Mr. McCLEAVE: I have one more question Mr. Chairman.

The CHAIRMAN: Yes, Mr. McCleave?

Mr. McCLEAVE: I take it, certainly if a guest appeared on that program and made a remark about a journalist—as opposed to another journalist—and the remark in question happened to be made by a guest on the program, calling the man a dim-witted idiot—the man used to be a Liberal, but he has now become a Tory—

Mr. FISHER: On a point of information, is that the notorious Ben Nobleman?

The CHAIRMAN: May we cut out this, and get on with the business, please?

Mr. JOHNSON, you had one other question on the white paper?

Mr. JOHNSON: (*In French—not interpreted*).

The CHAIRMAN: Is this a question or a statement?

Mr. JOHNSON: No, it is not a statement.

The CHAIRMAN: What is the question, please? May I have the translation up to that point?

The INTERPRETER: The chairman, said, "is there another question on the white paper?" and Mr. Johnson replied:

Mr. JOHNSON (*Interpretation*): Yes, Mr. Chairman. As regards the panel programs—and I regret that I do not know the French word—I guess the word is 'forum'—it has been noted in Montreal, Mr. Chairman, that there were complaints by some people that when they present a discussion about an idea, in which there are political sides involved, there is a tendency to have a commentator of definite and well known political views who is the moderator, and, on the other hand, they have several guests with a different idea.

Are orders given to the producer by those responsible for the cultural programs? I am speaking of Montreal, for example, in the case of—

The INTERPRETER: And at this point the chairman interrupted.

The CHAIRMAN: Were orders given to the supervisors? Is that your question?

Mr. JOHNSON: Were orders given to the supervisor for this sort of program, that is, with regard to strict observation of the right to answer, and that it is given to each side of the question?

Mr. JENNINGS: It is not the easiest job in the world always to make a complete balance in a panel. A lot of times it will depend on the performance of the individual who may be representing one side or the other. But the instructions certainly are that in these panel programs and forums that the choice of a moderator or speaker is carefully assessed all the time and on a continuing basis, in the light of his experience and performance.

Mr. JOHNSON: Are there on the C.B.C. French network—

The CHAIRMAN: What does that have to do with governing rules?

Mr. JOHNSON: It is very important at Montreal.

Mr. OUMET: Mr. Johnson mentioned a specific program a moment ago and he referred to two moderators. A name has just been mentioned. I do not intend to repeat it. But if you come back, we could mention two names. There was particular care in this specific instance that, so far as we know, the political ideas of the two moderators counterbalanced one another.

The CHAIRMAN: Before we leave this or go on to number 2, I would like to have your permission to table with the committee one copy of each of the C.B.C. agreements with trade unions. Also you will recall that Dr. Kucherepa on June 16 requested copies in the original languages of the international news transmissions. May I have your permission to table one copy of each?

Agreed.

You have one more question strictly on the white paper. That certainly was not a white paper question Mr. Brassard.

Mr. BRASSARD (*Lapointe*): In regard to controversial political programs on the C.B.C.—

The CHAIRMAN: If you will look at your breakdown, does your question have anything to do with governing rules?

Mr. BRASSARD (*Lapointe*): No.

Mr. PICKERSGILL: Should we not hear the question first before it is ruled out of order, Mr. Chairman?

The CHAIRMAN: Well!

Mr. CHAMBERS: If it is a very general question it cannot be supplementary to one that is out of order.

The CHAIRMAN: Go on then. Let us have it, in all fairness to the members of the committee.



Mr. BRASSARD (*Lapointe*): May I ask Mr. Ouimet if his staff in Montreal has any difficulty in having a certain party agree to send commentators in connection with its political programs on the C.B.C.?

Mr. JOHNSON: I did not speak of a party sending commentators. I spoke of the C.B.C. hiring commentators.

The CHAIRMAN: Just a moment, Mr. Johnson. Mr. Brassard asked a question which was definitely out of order. No answer is required for it. May we go on to number 2?

Mr. PICKERSGILL: What are we discussing here?

The CHAIRMAN: Governing rules, the white paper.

Mr. PICKERSGILL: Rules governing political broadcasts, yet a question has been ruled out of order because it referred to a political party. Surely the governing rules apply to political parties. That is the very essence of them.

The CHAIRMAN: Down here it says political broadcasting, under four.

Mr. PICKERSGILL: Surely these governing rules are related to political broadcasting.

Mr. JENNINGS: Well, primarily the rules do, but I think we are ranging here from political broadcasting to controversial broadcasting and opinion broadcasting.

Mr. JOHNSON: I think that Mr. Brassard and I agree to forego our questions.

The CHAIRMAN: That is very charitable of both of you.

Mr. BRASSARD (*Lapointe*): I am not insulted.

The CHAIRMAN: Have we any more questions on number 1, the white paper?

Mr. TREMBLAY (*Interpretation*): Yes. As we are studying the C.B.C. I would like us to get down to the basic principles.

The INTERPRETER: The chairman asked if there were any more questions and Mr. Tremblay replied yes, and as we are studying the C.B.C. I would like us to get down to the basic principles.

Mr. TREMBLAY (*Interpretation*): I would like to know specifically what is in the mind of the C.B.C. representatives when they speak of political and controversial broadcasting. What do they understand by that? Take, for instance, the forums or panels. Are they not controversial? And is there not the right to answer?

Mr. JENNINGS: I do not say this facetiously, but I mean any program which expresses opinions appears to us as a controversial broadcast. I would say that we try to deal in this quite complex and difficult field in three ways:

1. In political broadcasting, in what we call the free political broadcasts between elections; and the free time political broadcasting during election campaigns; both of these forms of broadcasting have been worked out in cooperation with the parties at discussions over the years. They were first held many years ago.

2. Then you come into the field of controversial broadcasting, and it is fairly distinct. In this type of broadcasting we try to put forward ideas either in the technique of panels where people present varying points of view within the same broadcast, or we may put them forward in a symposium, and in such panels there is a discussion back and forth which is controlled by the moderator.

Then we have controversial broadcasts in the form of symposiums where opposite points of view are expressed. I think the latest example which I can recall was when the President of the Canadian National Railways and the heads of the various unions took part in a symposium about a year ago.

3. Finally we have the opinion broadcasts, the third main general area, where competent speakers appear on a continuing basis to deal with subjects of the day either national or international, and where we attempt to get a balance in that field by continually evaluating what has been said on a particular subject, and by attempting to secure a representative balance of speakers, so that the whole thing is kept in balance. It is a very difficult job to do.

We have been at it now since the very early days of the C.B.C. and I think I could say that by and large we can be reasonably proud of what we have done over the years in connection with our national broadcasting, in consistently putting various points of view forward on controversial opinions in this country.

Mr. TREMBLAY (*Interpretation*): Mr. Jennings, I have a question now which is purely technical in the case involved. When you have a commentator appearing to comment on the events of the day, is the broadcast always tape-recorded so that there is a document of it afterwards?

Mr. JENNINGS: We always keep a record of what has been said. I am not certain that it is always tape-recorded, but we always have an as-broadcast script, or if it is a non-scripted broadcast, then we have a recording or a tape of it.

Mr. FISHER: I want to ask a hypothetical question in connection with the answer business. Suppose someone did take objection. He might represent an individual viewpoint or an association viewpoint of some kind; it might be political or ethnic. Would you give serious consideration at all times to giving him time to answer, or giving the association time to answer what they considered was an attack or an unfair "slice" at them?

Mr. JENNINGS: Yes, Mr. Fisher, I would say we always give serious consideration to it. This is not to say we always give air time to it.

Mr. PRATT: What is the C.B.C. criterion for making fair distribution of time on controversial questions? Is it based on the comparative size of the group which holds a certain opinion, is it based on a 50-50 division; or is the minority given a break and given more time than the majority, in order to be fair to minority rights?

Mr. JENNINGS: Are you speaking now of political broadcasts?

Mr. PRATT: Of any controversial question, including political broadcasts?

The CHAIRMAN: It would have to be on political broadcasts.

Mr. JENNINGS: I think that is included under the general statement on page 8, (b), which says:

Equal and fair presentation of all main points of view.

Mr. PRATT: "Equal", then, may be interpreted as 50-50 time between opposing views?

Mr. JENNINGS: Equal and fair.

Mr. PRATT: Is that taking into consideration the external affairs outside, which may or may not be diametrically opposed?

Mr. JENNINGS: I think I have said before that in many of these fields you cannot get down to a mathematically fair and equal division; but "equal and fair" is perhaps as far as I can go on that.

The CHAIRMAN: Yes.

Mr. OUMET: "Mathematically fair" would come at times when you have a specific controversial question, such as a labour dispute, for example. We would go out and offer both management and the union exactly equal time to present their respective points of view.



Mr. PRATT: In Quebec, I think, politically speaking, there are diametrically opposed views between the major groups, and I was wondering if the proportion would be based on 50-50. Your answer seems to be in the affirmative.

Mr. PICKERSGILL: If I may put a supplementary question, Mr. Chairman: could Mr. Jennings give us the latest breakdown for the Nation's Business, which I think answers Mr. Pratt's question?

Mr. JENNINGS: I would say, coming down specifically to the political field—which I asked Mr. Pratt first, I think, if that was what he referred to—we do have a breakdown, which does not give equal representation but which gives a breakdown in this way: we have cycles of, say, 10 and within each of these ten broadcasts there is a mathematical breakdown as between the parties qualifying. So far as I know, in all my experience it has always been a mathematical breakdown acceptable to all the parties which have met with us to discuss this breakdown.

Mr. PRATT: My question was basically a far more general one. It was not what recent questions have been, on political aspects—Quebec.

Mr. JENNINGS: I think Mr. Ouimet high-lighted another aspect of your question. There may be a specific controversial question such as the railway strike, where we felt we should put before the public of Canada both sides of the specific question. In that particular broadcast there was an equal division of time and—as far as I can recall—there was a toss as to which group should speak first. In the production arrangements, we went to the extent of seeing that the group speaking second was not in a position to hear what the group speaking first had to say, because we thought that would give them an unfair advantage.

Mr. JOHNSON: Does this apply, Mr. Jennings, to news items? Take your example of a strike: suppose there is some trouble during a strike and the C.B.C. reporter is sent over to get the news on—suppose there is a fight on a certain date? Does the C.B.C. give instruction to its reporters that they should get both sides' version of the fight—of the incident?

Mr. JENNINGS: Yes. In our news—as I said earlier when we were discussing news broadcasting—by and large we take our services from the two main news associations here. But we do have our own reporters, and they are under strict instructions to be fair in that regard.

Mr. JOHNSON: Do they have written orders from the C.B.C. management about this?

Mr. JENNINGS: I think, if you go back and look at the news "bible" that we discussed for a couple of days, you will find these things are covered pretty thoroughly, and in detail.

The CHAIRMAN: May we move on to Item "2", repetitive appearances of commentators?

Agreed.

The CHAIRMAN: You had a short statement on that, Mr. Jennings?

Mr. JENNINGS: No, I did not have a statement.

The CHAIRMAN: Are there any questions on "2"? If not, we will pass on to Item "3", achievement of balance of opinion.

Mr. PICKERSGILL: I have a question on "3", Mr. Chairman.

Mr. JENNINGS: Then may I preface "3"?

The CHAIRMAN: By all means.

Mr. JENNINGS: This is a statement on the selection of talks, speakers and topics. May I read it?

The CHAIRMAN: By all means.

Mr. JENNINGS:

- 1) In the public affairs field topics are very often suggested by news developments, both national and international.
- 2) Sometimes they arise from research carried on in universities, or they arise from projects being developed by government departments, business organizations, and so on.
- 3) Speakers are discovered by producers and program organizers in many different ways:
  - (a) They may be authorities on the subject whose names are well known to all who know the particular subjects under consideration.
  - (b) They may be journalists or broadcasters who have a facility for making a complex matter understandable to the general public.
  - (c) Producers in various regions of Canada try to become acquainted with articulate speakers in that area, therefore, speakers selected are widely representative of the country as a whole.
  - (d) Similarly the C.B.C. maintains bureaus in London, in New York and in Paris, and speakers may be selected from those centers or from adjacent territories. In addition the C.B.C. has access to program material from broadcasting networks in other countries.
  - (e) Frequently potential contributors suggest topics of which they have some special knowledge and their ideas are given consideration by C.B.C. staff members. Many speakers come to the microphone as the result of such submissions.
  - (f) In order to guarantee that a number of viewpoints on any controversial matter will be heard, C.B.C. public affairs producers make continuous evaluations, and if an important viewpoint has not been heard, the producers seek out persons who might reasonably be expected to hold such a complementary view. This process, of course, is followed in arranging panel discussions.
  - (g) Usually a wide range of people and organizations is consulted in an attempt to discover the best informed and most articulate speakers on a particular subject.
- 4) Once a speaker has been invited to contribute to a program series, he is given production assistance in making his presentation as effective as possible. He is never advised by the producer what to say, but he is given assistance in how to say it, and how to write his script clearly, and the way to deliver it effectively.
- 5) Speakers who have the most success in presenting their material, either for radio or for television, are likely to be invited again if they have other subjects of general interest on which they are competent to speak. On the other hand any speaker whose facts are not particularly reliable, or who has difficulty in communicating successfully, is unlikely to be re-invited.
- 6) The success of particular programs and of individual contributors is constantly being evaluated—by the producer, by a program planner in the national program office called a "program organizer", by the supervisor of the department concerned, by the controller of broadcasting and C.B.C. management generally.

Mr. PICKERSGILL: Mr. Chairman, there is a question I would like to put. I put it either to Mr. Jennings or Mr. Ouimet, and it is this. Have they any knowledge, either through having seen it or through having heard about it, of



any document prepared, or adhered to by a number of members of parliament complaining about the lack of balance in the choice of persons in this kind of broadcasting in the French network?

Mr. JENNINGS: I have not, myself.

Mr. OUMET: I have no knowledge. In fact, I saw this in Hansard a few days ago, and it came as rather a surprise to me. I have no knowledge of a document.

Mr. PICKERSGILL: Thank you.

Mr. FISHER: I want to try to stay away from expressing an opinion here on your programming in this field. But would you agree, Mr. Jennings, that on radio in this particular field of controversial and opinion broadcasting you do a better job of getting viewpoints from across the country than you are doing at the present time on television?

Mr. JENNINGS: I would think this, Mr. Fisher, that we have a much longer experience in radio in this field. We are still developing our methods and our techniques in television but, offhand, I would be inclined to agree with you that, as an opinion, radio at the moment, because of longer experience and because the radio medium itself is perhaps better adapted for getting people to appear on it, is not as difficult as television in that regard.

Mr. FISHER: On this point, I would like to know why in this particular field we cannot get on television more comment and controversy from places such as Winnipeg, Regina, Saskatoon, Edmonton and Calgary?

Mr. PICKERSGILL: And St. John's.

Mr. FISHER: The concentration upon Montreal and Toronto, to people who live outside of the metropolitan sphere, is most discouraging.

Mr. PRATT: Is that not due to the fact that television by its nature is concentrated in the two large production centres?

Mr. JENNINGS: Yes, there is this tendency because of the mechanical difficulties of the medium. This is one thing that we are trying to collect—pardon me, I should say “correct”—and since I say “collect”, I should also mention costs. It is an expensive proposition to reverse the network to make pick-ups from any great distance outside.

I think you will notice that in connection with “Citizens Forum” we have used film. However, I do not think this has the vitality of live broadcasting. Although this is not an opinion shared by all my colleagues, it is an opinion I hold fairly strongly.

I mentioned mechanical difficulties. Well, in radio, you press a button and, at no cost, switch out to Vancouver; you press another button and switch back to St. John's during the same program. There is no effort in pressing a button.

Mr. FISHER: One of the tendencies of this is to give us an imbalance of content; it swings much more to international affairs, which may interest people in metropolitan centres, rather than national topics.

Mr. JENNINGS: You are speaking of television?

Mr. FISHER: Yes. Is there not any way, despite the difficulties, that we could hear some commentaries and controversy from places other than Montreal and Toronto?

Mr. PRATT: Are you suggesting that in the two metropolitan major cities of Toronto and Montreal the interest is mainly toward international events rather than national?

Mr. FISHER: No, but there is that tendency. There is also a tendency—and I have learned this from talking to some of your producers—to feel that, because the metropolitan centres are much more in competition with American networks, they should orient in competition with them and to forget about this, thereby leaving a vacuum.

The CHAIRMAN: Mr. McGrath, do you have a question?

Mr. McGRATH: Referring to the expense of reversing the network, could the C.B.C. not use the tape, the voice-over system, to obtain a consensus of opinion across the country?

Mr. JENNINGS: Yes, there are many ways of doing it.

Mr. McGRATH: Have you used it?

Mr. JENNINGS: We have used it in a discussion a couple of times. It is a technique of film pictures, plus a live video; in other words, that is worked out by having a live audio circuit connecting the participants.

Mr. McGRATH: That is precisely what my reference was.

Mr. JENNINGS: And while they are appearing at each of the points you have a camera which is photographing them spontaneously as they answer, and later you match the film with the voice. So you get a tape recording of a live discussion that is a sound track to a film of the various participants in that discussion as it took place.

The CHAIRMAN: Mr. McGrath, are you talking of the new tape?

Mr. McGRATH: No. I take it this is an expensive process, almost as expensive as reversing the network.

Mr. JENNINGS: I cannot tell you; I imagine it is.

Mr. McGRATH: Just to clarify the point I was making, where you would have a discussion to get a cross country consensus of opinion, you could probably bring in tapes from voices in different parts of the country and use a voice over a man's picture on the network.

Mr. JENNINGS: It would be pretty dull broadcasting.

Mr. McGRATH: Well, this sort of broadcasting is pretty dull anyway.

Mr. PICKERSGILL: Controversial broadcasting is dull.

Mr. FISHER: Mr. Chairman, I have a supplementary question. I was very much impressed with the television coverage you gave to Mr. Smallwood and Mr. Ladd at the time of the Newfoundland controversy. I thought it was an exciting and interesting controversy.

Mr. JENNINGS: That was a film.

Mr. FISHER: Why could you not do the same sort of thing in connection with programs such as Viewpoint? After all, we got in a snit last week over a program that only circulates in Ontario.

Mr. JENNINGS: Which one is that?

Mr. FISHER: I am talking about Preview Commentary.

Mr. JENNINGS: It is distributed further than Ontario.

Mr. FISHER: It does not go into the west.

Mr. JENNINGS: Oh, yes.

Mr. FISHER: I understood that it did not.

The CHAIRMAN: It does not matter.

Mr. BELL (*Saint John-Albert*): Mr. Fisher has been doing a lot of talking about a program about which he does not know much.

Mr. FISHER: I know it is not carried on the stations at the Lakehead and the stations to the east of there.

The CHAIRMAN: What is your question?

Mr. JENNINGS: This is a thing we are trying to correct all the time because we recognize the fact that the tendency, because of the economics of the medium, is to concentrate on the easiest places in order to do it as economically as possible. We are trying to widen that scope as much as possible.



Mr. FISHER: In other words, you recognize your own weaknesses.

Mr. JENNINGS: Yes.

The CHAIRMAN: Mr. Chambers, do you have a question?

Mr. CHAMBERS: Yes, and I think now is the correct time to ask this question. Once the executives of the C.B.C. have been chosen to oversee a particular program, do you inquire of their political views?

Mr. JENNINGS: Not to my knowledge. I would say that if we saw evidence that their political views were conditioning their approaches to their jobs, we would inquire very seriously into it.

Mr. CHAMBERS: Well, this is a very sensitive area. Would it not be possible if you did not—and I am not suggesting you should—that you might have a build-up of a group which is generally of one political opinion; and as a supplementary question, would it not be natural for them—they would be in contact more probably with people of similar political views?

Mr. JENNINGS: I am sorry if I answer this obliquely—

Mr. CHAMBERS: To explain what I mean by "political" here, I do not mean party political; I mean philosophical political.

Mr. JENNINGS: I think I will go back to the answer I was going to give you. We have had specific complaints made to us about imbalance, but where the kind of thing of which you are speaking may have been a conditioner. I must say that I personally have never discovered anything that could substantiate that. I do think that our people, regardless of their political philosophy, lean over backwards to follow out the responsibility of their job, as I have tried to outline them in these directions and general policy. think they do.

Mr. CHAMBERS: I am sure they work hard at it, but some have said they have difficulties in getting statements of certain types of views, and this might, to some extent, be caused by the fact that they are not in touch.

Mr. JENNINGS: They do not move in certain circles.

Mr. CHAMBERS: Yes and, perhaps, it would be better if your employees in charge of this were less homogeneous and more varied.

The CHAIRMAN: Have you a question, Mr. Taylor?

Mr. TAYLOR: Mr. Jennings, if you had a program originating in Toronto, with three commentators on television, what would the extra cost be if they had three commentators in different parts of the country? What would be the additional cost?

Mr. JENNINGS: I do not know what the approximate additional cost would be. Of course, this would depend on what part of the country they were in. If we had three, one in Toronto, one in St. John's and one in Vancouver perhaps,—could Mr. Gilmore give us what the reversals would cost in the circuit?

Mr. GILMORE: We have no cost yet on the reversal of the circuit to St. John's.

Mr. JENNINGS: Because it is too new.

Mr. GILMORE: To reverse a circuit in television there is a minimum charge of one hour. You must buy one hour under any circumstance. From Vancouver the approximate cost is \$2,100; from Winnipeg, approximately \$1,100 and from Halifax, approximately \$700.

The CHAIRMAN: That answers your question, Mr. Taylor?

Mr. TAYLOR: Yes.

Mr. McGRATH: I have a supplementary question. Would reversing the network to St. John's be about double that to Halifax?

Mr. GILMORE: I would have no way of estimating that. I hesitate to give an opinion.

Mr. JENNINGS: The additional cost of putting a commentator in Vancouver in addition to the one in Toronto and the one in Halifax, in the quotation which Mr. Gilmore gave, would be approximately \$3,000.

Mr. TAYLOR: Do you use the half-screen technique which one sees so often on United States programs.

Mr. JENNINGS: Yes. I think I remember during the general election coverage where we cut the screen in four.

Mr. GILMORE: We quartered it.

Mr. TREMBLAY (*Interpretation*): Mr. Chairman, I would like to put a question. Would it not be possible to have as commentators a greater number of individuals from the city of Quebec, which is both a university city and a capital city?

My second question is on the subject of the balance of opinions. If the same man is maintained as a commentator on a program for three years giving his points of view or giving commentaries on both national and international events, can this not harm what is known as balancing of opinions?

The third question is could the C.B.C. more frequently use commentators who form part of its regular staff? I have here before me the case of the \$5,000 a year man who is only rarely called upon to make commentaries.

Mr. JOHNSON: May I make a correction. It should be two men, not one man.

The INTERPRETER: Excuse me, it should be two men.

Mr. OUMET: Regarding the first question, I feel we do make quite a considerable use of commentators from Quebec city. If you consult the list we circulated some time ago, you will find there are quite a number of persons from Quebec city, from Laval university and various other university fields who are being used. In fact, I have figures which deal with the over-all use of commentators from September 1, 1956, to May 1, 1958. I find we have used 748 speakers, guest speakers, interviewers, panelists and panel chairmen in the C.B.C. French radio and television network. I repeat, 748 within a period of 21 months.

Mr. TREMBLAY: From Quebec city?

Mr. OUMET: No; over all. In Quebec city on television there is the problem of bringing in commentators and the network reversal cost. We would like to use more than we have used; but on radio we have used them to a very great extent, either from Quebec city or by bringing them down to Montreal.

As far as the second question is concerned, I do not know what commentator you are referring to. On the question of analyzing the international news and international affairs, I would say should the man prove to be absolutely subjective in his judgment rather than objective, as many of the commentators would be in such a specific instance, there would be a danger of imbalance. However, if you are thinking of the same individual I am, I do not believe this man has ever been proven to be consciously subjective.

Mr. TREMBLAY (*Interpretation*): I do not know to whom you are referring.

Mr. OUMET: I was a journalist once. I reported for a number of years. I imagine, like anyone else, I was conditioned by my upbringing, my family surroundings, background and so forth; but at the same time this does not stop an individual from bending backwards in his objective to be as impartial as possible.

Concerning the last question, in respect of the two commentators on our staff earning \$5,000, I would like Mr. Tremblay to give me their names.



The CHAIRMAN: No personalities.

Mr. TREMBLAY (*Interpretation*): I do not want to enter into personalities.

Mr. BELL (*Saint John-Albert*): Granting that to some extent it might be desirable to have commentators in the larger cities close at hand available for immediate news comment, would it not be possible in the case of subjects of a more general nature, like the Gallup poll, to move around the country more? I know on two occasions I was very annoyed to see on TV, I think in connection with the flag or the anthem, when that was in the public eye a few months ago, only new Canadians, in a scene in Toronto describing conversations in on-the-street interviews. It seemed to me it might be better if, in a matter of that kind, we moved around the country so that we would get everyone's comment.

Mr. JENNINGS: I cannot identify the broadcast you are speaking of. All I can say in answer to that is I have explained to you the difficulties in making television—if that is what you are speaking of—flexible. It is difficult to comment on one broadcast. In radio the attempt always has been to make as widespread as possible the expression of opinion. It can be done in television in some instances within the limits of facilities and places where pick-ups can be made. In some cases, that is an impossibility except in the general run of the mill thing.

Mr. McGRATH: I think Mr. Bell was referring to Tabloid a few months ago.

Mr. BELL (*Saint John-Albert*): It would come under that category; a program like Tabloid.

Mr. PICKERSGILL: Is there a program like Tabloid?

Mr. PRATT: I think Mr. McGrath made what I thought was an excellent suggestion, that it may be more use on sound tape for still pictures, graphs, maps and other material which can be exposed in either Montreal or Toronto, which would give everyone a chance across the country to have their say, and it would not entail this tremendous expense of reversing networks or sending up special crews. Could something not be done to implement that suggestion?

The CHAIRMAN: Mr. Jennings?

Mr. JENNINGS: We do this on a small scale.

Mr. PRATT: But on a large scale?

Mr. JENNINGS: On a large scale—we can look into that.

Mr. PRATT: We are getting somewhere after 45 minutes discussion.

The CHAIRMAN: Mr. Johnson, you have a short question for which a short answer will suffice, I hope?

Mr. JOHNSON (*Interpretation*): Very short, Mr. Chairman.

The CHAIRMAN: Very well.

Mr. JOHNSON (*Interpretation*): I have a short question, and I would like, for once, to have a direct answer to a direct question.

Is it true, Mr. Ouimet and Mr. Jennings, that in Ottawa, as in Montreal, there exists a list of newspapermen—

Mr. TREMBLAY: A "black" list.

The INTERPRETER: All right, a black list.

Mr. JOHNSON (*Interpretation*): A black list of newspapermen who must not be invited to comment?

Mr. JENNINGS: No.

The CHAIRMAN: You have a direct answer.

Mr. JOHNSON: May I ask a direct supplementary question?

The CHAIRMAN: If it is short.

Mr. JOHNSON: It is very direct and short.

Mr. JOHNSON (*Interpretation*): Is it not true this applies to Mr. Pierre Chalout of Le Droit of Ottawa?

The CHAIRMAN: This is in personalities, and you do not need to answer that, Mr. Jennings.

Mr. TREMBLAY: That is a fact.

Mr. JENNINGS: There is no black list.

The CHAIRMAN: Did I hear you move a motion to adjourn, Mr. Pickersgill?

Mr. PICKERGILL: Yes, you did, Mr. Chairman.

The CHAIRMAN: We shall reconvene at three o'clock tomorrow afternoon, gentlemen, in the same room.



THE FOLLOWING IS THE TEXT OF THAT PART OF THE  
COMMITTEE'S PROCEEDINGS CONDUCTED IN  
THE FRENCH LANGUAGE

ON TROUVERA CI-DESSOUS LE TEXTE DE LA PARTIE DES DÉLIBÉRATIONS  
DU COMITÉ QUI S'EST DÉROULÉE EN FRANÇAIS

COMITÉ DE LA RADIODIFFUSION

(Page No. 630)

M. TREMBLAY: Monsieur le président, je voudrais savoir si vous avez reçu un télégramme de l'Union des artistes de Montréal, demandant que l'Union des artistes compareaisse devant le comité.

\* \* \*

(Page No. 631)

M. FORTIN: A la page 21 du rapport, je constate qu'il n'y a aucun montant indiqué au titre "paiement des talents". Il s'agit du programme "Point de Mire".

Je me souviens qu'au cours de l'enquête nous avons reçu un certain jour une formule, un rapport sur ce programme, lequel indiquait qu'un montant de \$700 était alloué pour les talents, alors que sur le dernier rapport que nous avons eu, comme l'indique la page 21, aucun montant n'apparaît pour les talents ou présumés artistes de "Point de Mire".

J'aimerais avoir quelques explications à ce sujet.

\* \* \*

(Page No. 634)

M. TREMBLAY: Monsieur le président, à la page 10 du rapport, au sujet de l'émission "Music Hall", je vois ici que pour l'émission du 22 mars 1959, on a payé à même les fonds des contribuables \$12,683. Est-ce qu'on pourrait m'expliquer ici quelle est la façon de procéder dans un programme comme celui-là où la brasserie Labatt est commanditaire? Comment se fait-il qu'on ait à exiger \$12,683 de l'argent des contribuables pour ce programme "Music Hall", alors que le programme est commandité?

\* \* \*

(Page No. 635)

M. TREMBLAY: Monsieur le président, je comprends l'explication des représentants de Radio-Canada, mais je ne peux comprendre que nous ayons à payer les deux tiers du programme pour annoncer les produits de la brasserie Labatt.

\* \* \*

M. TREMBLAY: Est-ce qu'il n'était pas possible de trouver un autre commanditaire qui aurait consenti à payer davantage?

\* \* \*

M. TREMBLAY: Pourriez-vous nous dire, dans le cas de "Music Hall"...

\* \* \*

M. TREMBLAY: Pourriez-vous me dire, monsieur Gilmore, s'il était possible de trouver un autre commanditaire dans une autre province; à supposer que

vous avez fait passer ce programme dans une autre province que la province de Québec, auriez-vous pu trouver un autre commanditaire que la brasserie Labatt?

\* \* \*

M. TREMBLAY: Monsieur Gilmore, pourriez-vous me dire, en tant que le programme "Music Hall" du 22 mars est concerné,—on mentionne un coût total de \$18,000,—pourriez-vous nous dire si ce programme, si la moyenne du coût de ce programme n'est pas toujours la même, si chaque programme "Music Hall" a coûté à peu près \$18,000 ou l'équivalent?

\* \* \*

(Page No. 636)

M. TREMBLAY: Monsieur le président, je voudrais faire remarquer que nous avons ici un volumineux rapport, et il y a toute une série de questions pertinentes à ce rapport, et je voudrais que nous considérions la possibilité d'avoir tout le temps qu'il faut pour poser des questions. Il y a une série de questions qui surgissent à l'étude de ce rapport et je voudrais avoir tout le temps qu'il faut pour poser des questions sur ce rapport.

\* \* \*

M. TREMBLAY: Mon intention n'est pas du tout de prendre le temps du comité, mais vous devez reconnaître avec moi que nous avons ici un document extrêmement important, qui va nous permettre de voir ce que Radio-Canada fait avec l'argent des contribuables, et c'est pourquoi nous devons avoir certaines informations.

M. Pickersgill est bien mal placé pour dire que nous ne devons pas entrer dans l'administration de la société Radio-Canada, si l'on considère les tactiques de diversion qu'il a lui-même employées la semaine dernière.

(Page No. 637)

M. TREMBLAY: Toujours sur le sujet de "Music Hall", pourriez-vous me dire si ce programme a comme but d'encourager les talents canadiens?

\* \* \*

M. TREMBLAY: Pourriez-vous nous dire, nous indiquer exactement les statistiques dans le cas de "Music-Hall"?

\* \* \*

M. TREMBLAY: Nous avons l'expérience qu'un très grand nombre d'artistes étrangers apparaissent à "Music Hall".

\* \* \*

M. TREMBLAY: Quels sont les tarifs que vous utilisez dans le cas de cachets payés aux artistes étrangers comparativement à ceux du Canada?

\* \* \*

M. TREMBLAY: Exactement les critères de popularité?

\* \* \*

M. TREMBLAY: C'est exactement le genre de réponses, monsieur Ouimet, qui ne disent absolument rien.



(Page No. 642)

M. TREMBLAY: Monsieur le président, à la page 59, il est question de "La soirée du hockey". C'est un peu différent de la question à laquelle vous vous intéressez. A la page 59, pour "La soirée du hockey", on invite deux commanditaires, la brasserie Molson et la compagnie Imperial Oil. Est-ce qu'il serait possible de savoir quelle est la part payée par la brasserie Molson?

\* \* \*

M. TREMBLAY: Je pose cette question-là parce qu'il y a une parenté, une affinité très directe entre la compagnie Molson et la Canadian Arena, de même que le club Canadien. Alors, je voudrais savoir exactement quelle est la part payée par la brasserie Molson afin de savoir s'il y a un monopole exercé ici sur les ondes?

\* \* \*

(Page No. 643)

M. TREMBLAY: Au sujet du téléthéâtre "Au cœur de la rose" . . . Je voudrais savoir quel est exactement . . . Il y a un téléthéâtre: "Au cœur de la rose", qui a coûté \$4,821. Voulez-vous me dire quel est le coût moyen des émissions de téléthéâtre, ou d'émissions comme "En première"?

\* \* \*

M. JOHNSON: Monsieur le président, à la page 64, relativement à l'émission "Showtime", je vois qu'il y a un commanditaire, la Canadian General Electric. Je voudrais savoir, premièrement, depuis combien de temps ce programme est commandité, en second lieu, s'il y a eu un commanditaire dès la première année et, troisièmement, étant donné la différence énorme entre le prix de production et le montant reçu par Radio-Canada, considérant le nombre de personnes qui jouent un rôle dans ce programme et considérant le fait que beaucoup de programmes sont dans cette situation, je voudrais demander aux autorités de Radio-Canada si elles considèrent la possibilité de changer sa façon de réaliser des programmes, et de vendre le temps du poste à des producteurs indépendants qui se chargeraient de boucler le budget, qui se chargeraient eux-mêmes de boucler le prix de réalisation de ce programme?

\* \* \*

(Page No. 644)

M. TREMBLAY: Monsieur le président, à la page 49, il est question du programme de musique sacrée, qui a coûté \$24,971. Pourriez-vous me dire si Radio-Canada a tenté d'obtenir un commanditaire pour ce programme?

\* \* \*

## LE COMITÉ DE LA RADIODIFFUSION

(Page No. 645)

M. TREMBLAY: Monsieur le président, je m'oppose. Je voudrais qu'on suive l'agenda tel qu'il a été proposé et tel qu'il a été adopté.

\* \* \*

(Page No. 658)

M. TREMBLAY: Je vois, à la page 2, les principes de la société au sujet des émissions controversées; numéro 3, "le droit de réponse est inhérent à la doctrine démocratique de la liberté de parole".

Je voudrais avoir la définition de ce qu'ils appellent le droit de réponse.

M. TREMBLAY: Monsieur le président, en ce cas, je considère que certaines émissions qu'on appelle des émissions de commentaires exigeraient un droit de réponse et je vais vous donner un exemple précis. Dans le cas d'une émission, par exemple que j'ai vue il y a quelques jours, un commentateur a analysé la situation dans certaines régions de la province de Québec et a fait une charge contre le gouvernement de cette province. Ne pensez-vous pas que, dans un cas comme celui-là, on n'a pas respecté les principes qui se trouvent émis ici.

\* \* \*

(Page No. 660)

M. JOHNSON: Monsieur le président, au sujet des émissions que l'on appelle des émissions de "panel",—je m'excuse de l'expression, je ne connais pas exactement l'expression française . . .

M. TREMBLAY: Un forum.

M. JOHNSON: Un forum. On a constaté, à Montréal, qu'il y avait des plaintes, de la part de plusieurs personnes, à l'effet que, lorsqu'on présente la discussion d'une idée qui aurait des incidences politiques, on a tendance à inviter, d'une part un commentateur qui a des idées politiques bien arrêtées et bien connues, qui agit comme modérateur et, d'autre part, deux invités, deux ou trois invités protagonistes d'une idée, et seulement un invité de la contrepartie.

Est-ce que des ordres sont donnés au *supervisor* par les responsables des émissions culturelles? Je pense au cas, à Montréal par exemple, où il y a une discussion comme . . .

\* \* \*

(Page No. 661)

M. TREMBLAY: Etant donné que l'on fait l'étude de la société Radio-Canada, je voudrais bien qu'on en vienne aux principes . . .

\* \* \*

M. TREMBLAY: Je voudrais savoir exactement qu'est-ce que c'est, dans l'esprit des représentants de Radio-Canada, qu'est-ce que c'est qu'une émission controversée? Qu'est-ce qu'ils entendent par là, des émissions forum? Est-ce que ce ne sont pas des émissions controversées? Est-ce qu'il n'y a pas un droit de réponse?

\* \* \*

(Page No. 662)

M. TREMBLAY: Une question d'ordre purement technique dans le cas présent. Est-ce que, lorsqu'un commentateur fait un commentaire sur les faits du jour, sur les événements du jour, l'émission est toujours enregistrée de façon à ce qu'il en reste un document?

\* \* \*

(Page No. 668)

M. TREMBLAY: Monsieur le président, je voudrais savoir: est-ce qu'il serait possible d'avoir comme commentateur un plus grand nombre de gens de la ville de Québec, une ville universitaire et une capitale?



Deuxième question, sur le sujet de l'équilibre d'opinions. Est-ce que le fait de maintenir, comme commentateur à un programme, le même commentateur qui, pendant trois ans, émet des opinions sur les événements internationaux ou nationaux, n'est pas de nature à nuire à l'équilibre des opinions?

Et, troisièmement, est-ce que Radio-Canada ne devrait pas utiliser plus souvent des commentateurs qui font partie de son personnel régulier? J'ai ici le cas de deux commentateurs qui sont payés \$5,000 par année et ne sont appelés à faire des commentaires que très rarement.

\* \* \*

M. TREMBLAY: Je n'ai pas dit à qui je réfèrais.

\* \* \*

(Page No. 669)

M. TREMBLAY: Je ne veux pas faire de personnalité.

\* \* \*

M. JOHNSON: J'ai ici une question courte. Il me faudrait une réponse directe à une question directe. Est-il vrai, monsieur Ouimet, ou monsieur Jennings, qu'il y a à Ottawa, comme à Montréal, une liste noire de journalistes qui ne doivent pas être invités à faire des commentaires sur les ondes de Radio-Canada?

\* \* \*

M. JOHNSON: N'est-il pas vrai que c'est le cas de M. Pierre Chaloult, du journal Le Droit, d'Ottawa?

## ITEM B-1

BROADCASTING COMMITTEE AGENDA  
CBC PROGRAMMING—NEWSCASTING  
EXPENDITURES AND STAFF—1955-1958  
(in thousands of dollars)

Location	Fiscal Year Ending March 31	Salaries and Wages	Press News	Film Production and Processing	Other Expenses	Total	Number of Staff	Charged to	
								Radio	T.V.
National T.V. News.....	1956	163	165	330	331	989	26	—	989
	1957	207	191	450	407	1,255	41	—	1,255
	1958	269	252	487	436	1,444	44	—	1,444
St. John's.....	1956	28	29	—	—	57	5	57	—
	1957	36	29	—	—	65	6	65	—
	1958	37	30	—	—	67	6	67	—
Hallifax.....	1956	50	28	22	16	116	7	52	64
	1957	56	29	60	30	175	9	43	132
	1958	55	29	37	75	196	9	38	158
Montreal.....	1956	132	70	58	29	289	27	84	205
	1957	171	70	64	20	325	36	107	218
	1958	201	74	55	38	368	41	110	258
Toronto.....	1956	94	33	—	12	139	18	122	17
	1957	120	28	—	10	158	23	125	33
	1958	127	28	—	9	164	23	134	30
Ottawa.....	1956	13	—	7	11	31	2	6	25
	1957	17	—	11	15	43	2	9	34
	1958	23	—	13	27	63	4	13	50
Winnipeg.....	1956	43	28	10	5	86	9	48	38
	1957	56	28	2	6	91	10	56	35
	1958	58	28	—	7	93	10	62	31
Vancouver.....	1956	60	29	66	33	188	11	57	131
	1957	76	38	102	50	266	14	62	204
	1958	89	40	110	29	268	15	66	202
TOTAL.....	1956	583	382	493	437	1,895	105	426	1,469
	1957	739	413	649	537	2,338	141	467	1,911
	1958	859	481	702	621	2,663	151	490	2,173

NOTE: Above represents direct departmental costs applicable to News Service. It does not include any proration of supervisory and management overhead.  
June 23rd, 1959.

SPECIAL COMMITTEE

## APPENDIX "B"

INFORMATION SERVICES  
PUBLICATIONS 1957-58

Title	Number printed	Function	Cost	Revenue
ENGLISH LANGUAGE				
"Writers' Market Information".....	4,000	To provide information to writers re CBC requirements for radio and TV scripts, and rates of pay for same.....	253	
"Long Life & Good Health".....	8,000	Reprint of program material on geriatrics made available to interested groups concerned with the care of the aged.....	850	
"TV & Radio Writer".....	4,600	A typewritten bulletin issued three or four times a year to TV and radio writers to encourage more submissions.....	494	
"Young Canada Listens" manual and folder.....	95,000	To provide a necessary supplement for teachers in preparation for broadcasts used in the classroom.....	7,908	
"Stratford Music Festival" 1957.....	7,500	To promote a series of broadcast concerts from Stratford Festival.....	243	
"Farm Forum" 1957-58 folders.....	60,000	To provide program schedules concerning details of the various farm broadcasts in advance to interested groups (e.g. Farm Forums) and individuals.....	767	
"Citizens' Forum" 1957-58 folders.....	100,000	To provide program schedules and background information to universities, educational organizations and individuals who plan listening and discussion groups based on the program.....	1,119	
"Kindergarten of the Air" 1957-58 folders.....	5,000	Same specialized promotion function as "Farm Forum" and "Citizens' Forum" booklets.....	120	
"In Reply" folders.....	500	To advise 500 regular correspondents to "In Reply" that program was returning to the air.....	50	
"CBC Religious Programs" folders.....	20,000	Specialized promotion covering regular religious periods and special feature series for the season.....	374	
"Meet Your CBC Farm Commentators" folders.....	5,000	4-page leaflet to promote the personality of our farm commentators—distributed at annual International Plowing Match.....	109	
"The Vision of William" folders.....	2,100	Reprint of CBC Times article on this "Wednesday Night" program of special interest to groups on Religious Broadcasts list.....	66	

BROADCASTING



Title	Number printed	Function	Cost	Revenue
			\$	\$
"Canadian TV Is Worth It!" booklets. . . . .	1,500	Digest of speech by President, Mr. J. A. Ouimet, distributed generally and to press . . . . .	89	
"It's Nursery School Time" folders . . . . .	10,000	To provide program schedules to groups and individuals interested in television programs for pre-school children . . . . .	267	
"Is There A Writers' Clique In Toronto?" folders . . . . .	300	Reprint from CBC Times article used as an information piece in correspondence between Script Department and writers . . . . .	26	
"An Introduction to Geology" folders . . . . .	12,000	To provide advance information, schedules and background material to educational groups and individuals regarding the "University of the Air" series . . . . .	642	
"Philosophy In The Mass Age" . . . . .	2,200	A reading list supplied on request to individuals who wished to do extra reading in connection with the "University of the Air" series. . . . .	185	
CBC Times (Eastern, Prairies and Pacific Editions)				
Average Weekly Distribution				
—paid subscriptions . . . . .	23,846	To provide program information and background material to the English-language press (daily and weekly), the affiliated stations of English radio and TV networks, the staff of the English networks, interested listeners and viewers, advertising agencies . . . . .	8,736	31,332
—free and staff . . . . .	8,333			
		SUB-TOTAL (English Language Publications) . . . . .	\$ 100,396.	
FRENCH LANGUAGE				
"Adult Education & Public Affairs"				
—Summer Edition . . . . .	25,000	These booklets are program schedules covering details of all programs concerned with adult education and public affairs. They include background material on each series and specific information on each program. Their chief function is to provide advance information to individuals and groups with an expressed interest in public affairs and adult education . . . . .	6,150	(including mailing and art work)
—Fall & Winter Edition . . . . .	35,000			
—Spring Edition . . . . .	35,000			
"Farm Broadcasts" . . . . .	35,000	These booklets are program schedules covering details of the various farm broadcasts during the year, and their function is to provide advance information to interested groups . . . . .	700	

"Regulations—Canadian Song Contest" . . . . .	2,300	These rules for "Le Gala des Chansons Canadiennes" are supplied to individuals on request. The contest, which is for the best original popular song, culminates in a large-scale television broadcast at which winners are declared and the top songs are broadcast. . . . .	500	
"La Semaine à Radio-Canada"				
Average Weekly Distribution				
—paid subscriptions . . . . .	5,503	To provide program information and background material to the French-language press (daily and weekly), the affiliated stations of French radio and TV networks, the staff of the French networks, interested listeners and viewers, advertising agencies . . . . .	37,440 (annual cost of printing and engraving)	9,360
—free and staff . . . . .	3,407			
SUB-TOTAL (French Language Publications) . . . . .		\$ 44,790.		
TOTAL COST AND REVENUE OF PUBLICATIONS. . . . .			145,188	40,692



## CANADIAN BROADCASTING CORPORATION

## STAFF STATISTICS

Radio and Integrated Services

1 April 1955

		Newfoundland				Maritimes				Quebec		Ontario			Prairies		British Columbia		Foreign Offices				
	Head Office	St. John's	Corner Brook	Gander	Grand Falls	Halifax	Sackville	Sydney	Moncton	Montreal	Quebec	Chicoutimi	Toronto	Ottawa	Windsor	Winnipeg	Edmonton	Regina	Vancouver	Prince Rupert	New York	TOTAL	
EXECUTIVE																							
Executive	3																					3	
Division Heads & Ass'ts.	13									2			2									16	
Regional Officers		1		1	1	1				1		1	1			1		1	1			8	
Station Managers			1	1	1			1	1	2	1	1		1	1		1	1	1	1		15	
PROGRAM																							
Program Supervisors	3					2			1	7			17	1	1	3	1		1			36	
Producers		3				6				36	2		44	2		11	1		10	1		117	
Commentators	1	2				2				1			3			9			3			15	
Announcers		6	4	4	3	5		4	4	21	4	3	16	7	3	12	5	5	10	4		120	
News Editors		5				4				11			15		1	5			6			45	
Production & Program Ass'ts.																							
Continuity Writers										5			12			1			2		1	21	
Music Librarians, Copyists & Clerks						3			1	12	1		10	3		3			2			34	
COMMERCIAL																							
Commercial Supervisors and Representatives										7			8			1			1			17	
PRESS AND INFORMATION																							
P. & I. Representatives	3					1				10			9			1			3			29	
ENGINEERING																							
Engineering Supervisors	1	1					1			16			2			1			1			23	
Engineers										43			2									45	
Architects & Draftsmen										21												21	
Technicians & Operators		12	1	1	1	15	7	6	5	83	11	8	57	15	8	42	8	9	21	2		312	
Wiremen & Machinists										25			3									25	
Storekeepers & Stores Clerks	2	1				1				26			13			5			5			53	
Building & Studio employees							1			7		1	5		1	3	1	1	1			24	

SPECIAL COMMITTEE

ADMINISTRATIVE SERVICES																				
Personnel and Administrative Officers.....	8	1				1				4			4			1			1	20
Treasurer's Representatives.....						1				2			2	1		1			1	5
Secretaries & Stenographers.....	61	3	1	1	1	4	1	1	1	50	1	1	51	2	1	6	2	1	8	207
Clerks.....	176	8				11	1	2	4	213	3	2	169	10	3	24	6	5	37	676
Receptionists, Switchboard and Teletype Operators.....	4	3				3		1	2	19	2	1	17	4	1	5	1	1	9	74
Office Boys.....	9					1				19			18	1		1			4	51
Oranges.....	18									6			5			2				31
TOTAL.....	300	40	7	7	6	61	11	15	19	660	26	17	487	46	20	132	29	34	128	2,649



## CANADIAN BROADCASTING CORPORATION

## STAFF STATISTICS

1 April 1955

	TELEVISION							INTERNATIONAL SERVICE							
	Halifax	Montreal	Ottawa	Toronto	Winnipeg	Vancouver	TOTAL		Montreal	Sackville	Ottawa	Toronto	Vancouver	London, Eng. New York	TOTAL
EXECUTIVE								EXECUTIVE							
Directors & Assistants	1	2	1	2	1	2	9	Regional Officers	1						1
PROGRAM								PROGRAM							
Program Supervisors	2	7	1	9	2	2	23	Program Supervisors	15					1	19
Producers	2	37	2	37	3	6	87	Producers	8				2	1	12
Announcers	2	7		9	3	2	23	Announcer-Producers	44		1				44
Co-ordinating Producers & Production Assistants	4	17	5	29	3	6	64	Announcers	3						3
Script-Assistants	3	33	2	33	3	5	79	News Editors & Writers	19						19
Film Editors & Assistants	7	21	2	71	7	8	116	Production & Pgm. Assistants	3						3
Camera-men & Photographers	2	4	1	6	1	3	17	Translators	13						13
Film Librarians & Assistants	2	3		9	2	2	19	Music Librarians & Clerks							
News Editors & Copy Clerks	4	10	1	21	3	4	43	PRESS & INFORMATION							
DESIGN & STAGING								P. & I. Representatives	2						2
Design & Staging Supervisors		4		4		1	9	ENGINEERING							
Set Designers & Assistants		15		20	2	2	39	Engineering Supervisors	1						1
Graphic Designers & Artists	1	16	1	13	2	2	35	Technicians & Operators	1	7	2				11
Scene Artists		11		12		2	25	Mechanical Riggers		2					2
Painters		10		12			22	Storekeepers & Stores Clerks		1					1
Carpenters		22		26		2	50	Building & Studio employees	2	2					4
Propmen		21		20		1	52	ADMINISTRATIVE SERVICES							
Stagehands	1	45	2	69	1	4	122	Administrative Officers	1						1
Warehouse & Staging Attendants		16		12			28	Treasurer's Representatives							
Make-up Artists	1	8		7	1	1	14	Secretaries & Stenographers	22			2			25
Costumers		19		21		1	41	Clerks	20						20
ENGINEERING								Receptionists, Switchboard & Teletype Operators							
Technical Supervisors	1	3	1	4	1	1	10	Office Boys							
Technical Producers	1	11	2	14	3	2	33	TOTAL	157	13	5	4	2		181
Technicians	19	122	24	156	26	33	380								
T.V. Assistants & Trainees	1	37	4	31	3	6	105								
Storekeepers	1	7		9			16								
Building & Studio employees	1	1				1	3								

ADMINISTRATIVE SERVICES							
Secretaries & Stenographers	9	24	6	50	7	0	165
Clerks	17	30	6	56	15	10	130
Receptionists		3	3	4			19
Office Boys		4		5			19
Others	2	4	2	12	1	1	22
TOTAL	83	94	66	781	90	119	1745

RECAPITULATION		
Radio and Integrated Services		2049
International Service		181
Television		1743
GRAND TOTAL		3973



CANADIAN BROADCASTING CORPORATION  
STAFF STATISTICS  
Radio and Integrated Services  
1 April 1958

684

SPECIAL COMMITTEE

	Head-Office	Newfoundland				Maritimes				Quebec			Ontario			Prairies			British Columbia		Foreign Offices		TOTAL
		St. John's	Corner Brook	Gander	Grand Falls	Halifax	Sackville	Sydney	Moncton	Montreal	Quebec	Chicoutimi	Toronto	Ottawa	Windsor	Winnipeg	Edmonton	Regina	Vancouver	Prince Rupert	New York	London	
<b>EXECUTIVE</b>																							
Executive	3									2			2										3
Division Heads & Asst's	12									1			1										16
Regional Officers		1				1				1			1			1			1				6
Station Managers			1	1	1			1	1	2	1	1		1	1		1	1					14
<b>PROGRAM</b>																							
Program Supervisors	1					2			1	8			17	1	1	2	1		1		1		37
Producers		3				7				38	2		45	2		12	1	2					123
Commentators	1	1				2				2			2			3	1	1		3	1	1	16
Announcers		6	5	4	4	5		4	4	21	5	3	19	9	3	16	5	5	13	4			135
News Editors		5				4				13			17		1	6			6				52
Production & Program Asst's																							
Continuity Writers						2				4			12			3			3		1		27
Music Librarians, Copyists & Clerks						3			1	17	1		13	2	1	5	1	1	5				50
<b>COMMERCIAL</b>																							
Commercial Supervisors & Representatives						1				7			16	1		2			2				29
<b>Press &amp; Information</b>																							
P. & I. Representatives	3					2				12			13	2		2			2				36
<b>ENGINEERING</b>																							
Engineering Supervisors	1	1				1	1			19			3			1			1				28
Engineers										50													50
Architects & Draftsmen										24													24
Technicians & Operators		13	1	1	1	14	7	6	5	65	10	9	60	16	8	37	8	8	21	2			321
Wireman & Machinists										19			3										23
Storekeepers & Stores Clerks	2	1				5				28			23			5			6				80
Building & Studio employees	1						1			23			24		1	5	1	1	2				59
<b>ADMINISTRATIVE SERVICES</b>																							
Personnel & Administrative Officers	8	1				1				8			5			1			1				22
Treasurer's Representatives		1				2				2			2	1		2			2				12
Secretaries & Stenographers	72	3	1	1	1	13	1	1	1	69	1	1	78	5	1	13	2	1	12	1			278
Clerks	245	7				24	1	2	4	259	2	3	294	17	3	45	5	5	51	2			972
Receptionists, Switchboard & Teletype Operators	5	3				4		1	2	22	3	1	23	4	1	5	1	1	9				85
Office Boys	11					3				20			14	1		3			4				60
Others	29									9			5			3							49
<b>TOTAL</b>	<b>394</b>	<b>48</b>	<b>9</b>	<b>7</b>	<b>7</b>	<b>90</b>	<b>11</b>	<b>15</b>	<b>19</b>	<b>791</b>	<b>25</b>	<b>15</b>	<b>685</b>	<b>62</b>	<b>21</b>	<b>177</b>	<b>27</b>	<b>26</b>	<b>155</b>	<b>11</b>	<b>2</b>	<b>1</b>	<b>2607</b>

## CANADIAN BROADCASTING CORPORATION

STAFF STATISTICS

1 April 1956

	TELEVISION							INTERNATIONAL SERVICE					
	Halifax	Montreal	Ottawa	Toronto	Winnipeg	Vancouver	TOTAL	Montreal	Sackville	Ottawa	Toronto	London, Eng. New York	TOTAL
<b>EXECUTIVE</b>													
Directors & Assistants	1	2	1	2	1	2	9						
<b>PROGRAM</b>													
Program Supervisors	3	12	1	20	3	4	43	17					17
Producers	3	58	3	44	6	8	122	9		1	1		11
Announcers		10		7			17	43					43
Coordinating Producers & Production Assistants	5	24	8	30	7	7	90	3					3
Script Assistants	3	54	3	43	5	7	115	10					16
Film Editors & Assistants	11	27	3	94	9	10	153	1					1
Cameramen & Photographers	3	6	2	4	3	4	24	13					13
Film Librarians & Assistants	1	3		15	3	3	25						
News Editors & Copy Clerks	3	14	2	28	3	6	53						
<b>DESIGN &amp; STAGING</b>													
Design & Staging Supervisors	4	5		5		2	16						
Set Designers & Assistants		34		23	2	4	63	1					1
Graphic Designers & Artists	2	20	1	17	1	3	43	1	8				9
Scene Artists		21		19	1	3	44	2					2
Painters		16		9	2		27						
Carpenters		33		29	4	3	69						
Propmen		54	1	39	2	6	102						
Stagehands	2	49	4	89	6	3	153						
Warehouse & Staging Attendants		37		3			40						
Make-up Artists	1	12		27	1	2	43						
Customers		35			1	2	65						
<b>ENGINEERING</b>													
Technical Supervisors	2	5	2	5	2	2	14						
Technical Producers	3	15	3	11	3	3	34						
Technicians	37	151	37	148	43	39	465						
T.V. Assistants & Trainees		92	3	65	4	4	161						
Storekeepers	1	8	1	9			19						
Building & Studio employees	1	1	1			2	5						
<b>ADMINISTRATIVE SERVICES</b>													
Secretaries & Stenographers	5	20	8	50	5	10	107	1					1
Clerks	4	56	6	57	2	6	133	16					18
Receptionists		3	3	4			10	22		1	1		25
Office Boys			2	7			9						
Others													
<b>TOTAL</b>	<b>95</b>	<b>565</b>	<b>97</b>	<b>933</b>	<b>118</b>	<b>143</b>	<b>2251</b>	<b>146</b>	<b>13</b>	<b>3</b>	<b>2</b>		<b>164</b>
								<b>INTERNATIONAL SERVICE</b>					
								<b>EXECUTIVE</b>					
								Regional Officers					
								<b>PROGRAM</b>					
								Program Supervisors					
								Producers					
								Announcer-Producers					
								Announcers					
								News Editors & Writers					
								Production & Film. Assts.					
								Translators					
								Music Librarians & Clerks					
								<b>PRESS &amp; INFORMATION</b>					
								P. & I. Representatives					
								<b>ENGINEERING</b>					
								Engineering Supervisors					
								Technicians & Operators					
								Mechanical Riggers					
								Storekeepers & Store Clerks					
								Building & Studio employees					
								<b>ADMINISTRATIVE SERVICES</b>					
								Administrative Officer					
								Treasurer's Representatives					
								Secretaries & Stenographers					
								Clerks					
								Receptionists, Switchboard & Teletype Operators					
								Office Boys					
								<b>TOTAL</b>					
									146	13	3	2	164
								<b>RECAPITULATION</b>					
								Radio and Integrated Services					
								International Service					
								Television					
								<b>GRAND TOTAL</b>					



**STAFF STATISTICS**  
**RADIO AND INTEGRATED SERVICES**

Date: March 31, 1967

	Head Office—Ottawa	Headquarters—Montreal	Headquarters—Toronto	NEWFOUNDLAND			MARITIMES			QUEBEC		ONTARIO			PRAIRIES		BRITISH COLUMBIA		Foreign Offices	Sub-Total	TOTAL			
				St. John's	Corner Brook	Gander	Grand Falls	Halifax	Sackville	Sydney	Moncton	Montreal	Quebec	Chicoutimi	Toronto	Ottawa	Windsor	Winnipeg	Edmonton	Pegina	Vancouver	Piece Raport		
Executive																								
Executive.....	4							1																5
Divisional and Regional Officers.....	9	2	2	1				1				2			2			1			1			21
Senior Officers.....	12				1	1	1			1	1	2	1	1	1	1	1	1	1	1	1	1		29
Other Senior Staff.....	6			1								3			3									13
Senior Secretarial Staff.....	6											1			1									8
Reference Library.....															5									5
Junior Administrative and Clerical Staff.....	13							1				4			2			2			1			23
																								104
PROGRAM																								
Program Directors and Supervisors.....	4	21						2				7			1			2			1		2	40
Producers and Organizers.....	1	31	5					2		2	41	2	16	3	12	3	12	1	2	12	1			138
Announcers and Commentators.....		3	6	5	4	4	11		4	4	38	5	22	10	3	18	5	6	13	7	4			170
Newsroom Staff.....		5	6				9				17		17		1	10								72
Other Production Staff.....		6					1				4		5								3	1		22
Music Librarians and Clerks.....							4			1	25	1	20	2	1	6				5				65
Program Clearance and Traffic.....							3				2		29		17					3				54
Production Services.....		7									28		14	2	1			3	1	3	2			61
Administrative and Clerical Staff.....	8	45	5	1	1	1	10		3	2	23	1	1	4	2	8	5	3	3	11	1			132
																								754

<b>ENGINEERING</b>																			
Engineering Supervisors	1	10																	
Engineers		40																	
Architects and Draftsmen		22																	
Technical Supervisors and Instructors		2																	
Technicians and Operators		4																	
Wiremen and Machinists		19																	
Purchasing and Stores Personnel		36																	
Program Clearance and Traffic																			
Building and Studio Employees	2																		
Administrative and Clerical Staff	3	30																	
<b>AUDIENCE RESEARCH</b>																			
Supervisors and Department Heads	2																		
Specialists	7																		
Junior Administrative and Clerical Staff	17																		
<b>COMMERCIAL</b>																			
Supervisors and Department Heads		9																	
Sales Representatives and Assistants		19																	
Administrative and Clerical Staff		17																	
<b>INFORMATION SERVICES</b>																			
Supervisors and Department Heads	2	2																	
Representatives, Editors and Writers	2	3																	
Information Bureau and Receptionists																			
Junior Administrative and Clerical Staff	7																		
<b>STATION RELATIONS</b>																			
Supervisors	2																		
Junior Administrative and Clerical Staff	14																		
<b>P &amp; A SERVICES</b>																			
Department Heads, Managers and Reps.	7																		
Supervisors and Assistants	17																		
Central Registry Employees	11																		
Receptionists, Swbd. and TTY Operators	6																		
Junior Administrative and Clerical Staff	48																		
<b>TRAINING</b>																			
Functional Supervisors and Reps.	14	1																	
Section Heads and Assistant	12	4																	
Junior Administrative and Clerical Staff	132	29																	
<b>TOTAL</b>	<b>328</b>	<b>199</b>	<b>230</b>	<b>50</b>	<b>8</b>	<b>7</b>	<b>7</b>	<b>134</b>	<b>12</b>	<b>15</b>	<b>22</b>	<b>759</b>	<b>25</b>	<b>17</b>	<b>844</b>	<b>77</b>	<b>21</b>	<b>196</b>	<b>27</b>



## STAFF STATISTICS

Date: March 31, 1957

	TELEVISION							Sub-Total	TOTAL	INTERNATIONAL SERVICE					Sub-Total	TOTAL
	Newfoundland	Halifax	Montreal	Ottawa	Toronto	Winnipeg	Vancouver			Montreal	Sackville	Ottawa	Toronto			
<b>EXECUTIVE</b>																
Directors & Assistants.....	1	2	1	3	2	1	10								2	
Senior Administrative Staff.....	1	2		1	1	1	6								1	
Junior Administrative & Clerical Staff..	1	4	1	4	1	2	13	29							3	6
<b>PROGRAM</b>																
Program Directors & Assistants.....	2	2	1		2	2	9								4	
Supervising Producers & Producers.....	5	71	4	51	7	14	152								16	
Announcers.....				1			1								1	
Coordinating Producers & Prod. Ass'ts.	6	33	9	41	8	9	106								15	
Script-Assistants.....	6	68	4	50	6	9	143								42	
Presentations, Casting & Script.....		2		4			6								13	
Other Production Staff.....				3			5								2	
Program Clearance & Traffic.....		20	1	7			28								4	
Administrative & Clerical Staff.....	2	31	13	49	4	14	113	563							7	
<b>FILM</b>																
Directors & Supervisors.....	1	4		7	1	1	14									
Editors & Assistants.....	13	32	5	111	10	13	194								2	
Camermen & Photographers.....	3	9	2	8	2	5	29								5	7
Production & Scheduling.....		2		3			4									
Procurement & Traffic.....		6		4			10									
Librarians & Assistants.....	3	2		20	2	2	29									
Administrative & Clerical Staff.....	6	21		56	1	3	57	357								
<b>TV News</b>																
Editors-in-charge.....		1		4		1	6									
Editors.....		11	2	26		6	45									
Administrative & Clerical Staff.....		7		11			18	89								
<b>DESIGN &amp; SCENING</b>																
Directors & Assistants.....	1	4		1	1	1	8									
Functional Supervisors.....		9		12		2	23									
Set Designers & Assistants.....	2	41		28	1	4	76									
Graphic Designers & Apprentices.....	3	23	2	23	4	3	54									
Scenic Artists, Painters & Helpers.....	3	46		35		11	95									
<b>EXECUTIVE</b>																
Regional Officers.....										2					2	
Administrative Officer.....										1					1	
Junior Administrative & Clerical Staff..										3					3	6
<b>PROGRAM</b>																
Program Supervisors.....										4					4	
Section Heads.....										16					16	
Producers.....										12					12	
Announcer-Producers.....										42	2	1			45	
Announcers.....										13					13	
Newsroom Staff.....										2					2	
Policy Editors.....										4					4	
Writers.....										7					7	
Translators.....										1					1	
Program & Research Assistants.....										26			1		27	131
Junior Administrative & Clerical Staff..																
<b>INFORMATION SERVICES</b>																
Representatives and Assistants.....										3					3	
Junior Administrative & Clerical Staff..										5					5	7
<b>ENGINEERING</b>																
Engineering Supervisors & Assistants..										2	1				3	
Technicians & Operators.....										7					7	
Mechanical Riggers.....										2					2	
Storekeepers & Store Clerks.....										1					1	
Building & Studio Employees.....										2					2	
Junior Administrative & Clerical Staff..										4					4	19
<b>TOTAL</b> .....										146	13	2	2		163	

SPECIAL COMMITTEE

Carpenters & Helpers	3	65	38	4	111		
Projection	2	33	2	48	3	88	
Stagehands & Staging Attendants	6	113	4	115	4	251	
Warehouse Attendants & Drivers		37				37	
Costumers & Wardrobe Employees	2	59	38		3	102	
Makesup	2	14	9		3	33	
Administrative & Clerical Staff	2	32	19		53	935	
<b>ENGINEERING</b>							
Technical Directors & Assistants	3	2	1	2	2	12	
Technical Supervisors & Assistants	1	5	2	10	4	22	
Technical Producers & Instructors	4	19	3	11	5	46	
Technicians	60	187	43	214	47	598	
TV Assistants & Trainees	8	80	3	37	4	139	
Building & Studio Employees	2		1		2	5	
Junior Administrative & Clerical Staff	5	14		5	1	31	853
<b>P &amp; A SERVICES</b>							
Receptionists & Clerks			5			5	5
TOTAL	159	1119	109	1113	120	191	2811

#### RECAPITULATION

Radio and Integrated Services	2,965
International Service	163
Television	2,411
<b>GRAND TOTAL</b>	<b>5,639</b>





<b>AUDIENCE RESEARCH</b>																			
Supervisors & Department Heads ..	2																		3
Specialists ..	18																		19
Junior Administrative & Clerical Staff ..	24																		29
																			51
<b>COMMERCIAL</b>																			
Supervisors & Department Heads ..		8	1				1							7		2	2	2	23
Sales Representatives & Assistants ..		21						1						10			1	1	34
Administrative & Clerical Staff ..		79					6							42		4	4	6	141
																			198
<b>Press &amp; Information</b>																			
Supervisors & Department Heads ..	4													4		5		1	16
Representatives, Editors & Writers ..	2						2							16		19	2	4	50
Information Bureau & Receptionists ..	1													18		24			43
Junior Administrative & Clerical Staff ..	7													12		23	2	5	62
																			171
<b>Section Relations</b>																			
Supervisors ..	2													1					3
Junior Administrative & Clerical Staff ..	15													1					16
																			10
<b>P &amp; A Services</b>																			
Department Heads, Managers & Reps ..	6													3		3	1	1	15
Supervisors & Assistants ..	26													7		6		1	42
General Executive Employees ..	41		1				12	1	1	1	68	1	1	49	3	1	9	1	210
Receptionists, Switched, & Teletype Operators ..	5										2	20	3	1	14	5	1	5	80
Junior Administrative & Clerical Staff ..	53		3								6	1	1	104	1	2	67	3	251
																		1	598
<b>TREASURER'S</b>																			
Functional Supervisors & Reps ..	10	1									1			2	1		1		18
Section Heads & Assistant ..	15	4		1							9			9			3		40
Junior Administrative & Clerical Staff ..	107	30		4							21			74	1		71	16	374
																			438
<b>TOTAL</b> ..	413	211	258	56	7	7	7	153	12	14	21	870	24	17	506	83	19	204	3203





<b>TV News</b>									
Editors-in-charge .....	2	1	5		1	9			
Editors .....	12	3	25		6	46			
Administrative & Clerical Staff .....	9		14			23	74		
<b>Design &amp; Staging</b>									
Directors & Assistants .....	2	4		2	1	1	10		
Functional Supervisors .....	1	11	1	22	1	5	41		
Set Designers & Assistants .....	5	34		30	3	4	79		
Graphic Designers & Apprentices .....	1	25	3	27	3	3	62		
Scene Artists, Painters & Helpers .....	3	49		36	4	3	95		
Carpenters & Helpers .....	3	71		44	4	6	127		
Propmen .....	2	32		14	4	7	92		
Stagehands & Staging Attendants .....	6	134	4	126	7	8	285		
Warehouse Attendants & Drivers .....	2	59					61		
Costumers & Wardrobe Employees .....	2	54		35	3	1	95		
Make-up .....	2	17		9	3	3	34		
Administrative & Clerical Staff .....	2	42		20			64	1045	
<b>Engineering</b>									
Technical Directors & Assistants .....	2	2	1	2	2	2	11		
Technical Supervisors & Assistants .....	6	5	2	9	4	4	30		
Technical Producers & Instructors .....	3	22	3	13	5	5	51		
Technicians .....	55	208	47	226	43	50	649		
TV Assistants & Trainees .....	5	72	5	37	5	7	131		
Building & Studio Employees .....	3	1	1			2	7		
Junior Administrative & Clerical Staff .....	6	14	1	8	1	3	33	912	
<b>P &amp; A Services</b>									
Receptionists & Clerks .....			6			6	6		
<b>TOTAL</b> .....	3	167	1237	127	1172	167	186	3059	

<b>Engineering</b>									
Engineering Supervisors & Assistants .....	2	1						3	
Technicians & Operators .....		7						7	
Mechanical Riggers .....		3						3	
Storekeepers & Stores Clerks .....		1						1	
Building & Studio Employees .....		2						2	
Junior Administrative & Clerical Staff .....	4							4	20
<b>TOTAL</b> .....	152	14	3	2				171	

<b>RECAPITULATION</b>	
Radio and Integrated Services .....	3,203
International Service .....	3,659
Television .....	171
<b>GRAND TOTAL</b> .....	<u>6,433</u>



**STAFF STATISTICS**  
**RADIO AND INTEGRATED SERVICES**

DATE: March 31, 1960

	Head Office—Ottawa	Headquarters—Montreal	Headquarters—Toronto	NEWFOUNDLAND				MARITIMES				QUEBEC		ONTARIO			PRAIRIES		BRITISH COLUMBIA		Foreign Office	Sub-Total	TOTAL	
				St. John's	Corner Brook	Gasler	Grand Falls	Halifax	Sackville	Sydney	Moncton	Montreal	Quebec	Chicoutimi	Toronto	Ottawa	Windsor	Winnipeg	Edmonton	Regina	Vancouver	Prince Rupert		
EXECUTIVE																								
Executive .....	7																							8
Divisional and Regional Officers .....	12	2	1					2	1			2		1	3			3			2		3	28
Senior Officers .....	10				1	1	1	1		1	1	3	1	1		1	1		1	1	1			32
Other Senior Staff .....	10											3												16
Senior Secretarial Staff .....	10											1												13
Reference Library .....												8												15
Junior Administrative and Clerical Staff .....	27							2				5	1		2			3			3	1		44
156																								
PROGRAM																								
Program Directors and Supervisors .....			28					3				7			2			3			3		6	52
Producers and Organizers .....	1		43	7				11			2	51	3		12	2		15	1	1	12	1	1	163
Announcers and Commentators .....			3	7	5	3	4	13		4	5	34	4	3	23	11	3	19	6	6	18	4	6	185
Newsroom Staff .....			3	7				9				20			19			10			8			76
Other Production Staff .....			10					2				7			5			3			3		1	30
Music Librarians and Clerks .....				1				5			1	25	1		30	2	1	6			5			88
Program Clearance and Traffic .....								5				15			30			19			8			84
Production Services .....			14									35			11	2	2		3	1	1	3		75
Administrative and Clerical Staff .....	2		51	7	2	1	2	11		2	2	28	1		1	2	1	9	3	3	10		3	139
970																								
ENGINEERING																								
Engineering Supervisors .....	1	9	3	1				1				2			1	1		1			1			21
Engineers .....		51	1																					55
Architects and Draftsmen .....		25																						25
Technical Supervisors and Instructors .....		3	3	2			2	1	1	1	1	8	2	2	6	3	1	4	2	2	3	1	1	50
Technicians and Operators .....		6	1	9	1	1	1	14	6	5	5	80	7	6	55	11	7	34	5	6	20	1	2	283
Wiremen and Machinists .....		19													3									22
Purchasing and Stores Personnel .....		24		1				6				24			24	6		6			5			99
Program Clearance and Traffic .....																								
Building and Studio Employees .....	3											130		1	112		2	7	1	1	13			270
Administrative and Clerical Staff .....	2	35	9	1				2	2		1	8			10	1		2	1		3			76
901																								

SPECIAL COMMITTEE

<b>AUDIENCE RESEARCH</b>																										
Supervisors and Department Heads	2																									
Specialists	14																									
Junior Administrative and Clerical Staff	21																									
<b>COMMERCIAL</b>																										
Supervisors and Department Heads		11	1																							
Sales Representative and Assistants		19																								
Administrative and Clerical Staff		78	1																							
<b>INFORMATION SERVICES</b>																										
Supervisors and Department Heads	4																									
Representatives, Editors and Writers	5																									
Information Bureau and Receptionists	1																									
Junior Administrative and Clerical Staff	8																									
<b>SECTION RELATIONS</b>																										
Supervisors	1		2																							
Junior Administrative and Clerical Staff	11		9																							
<b>P &amp; A SERVICES</b>																										
Department Heads, Managers and Reps	5																									
Supervisors and Assistants	22																									
Central Registry Employees	38																									
Receptionists, Switch, and T Type Operators	8		3																							
Junior Administrative and Clerical Staff	42																									
<b>SYSTEMS AND PROCEDURES</b>																										
Supervisors	3																									
Analysts	11																									
Administrative and Clerical Staff	9																									
<b>TREASURER'S</b>																										
Functional Supervisors and Reps	9	1																								
Section Heads and Assistant	17	4		1																						
Junior Administrative and Clerical Staff	75	27		4																						
<b>TOTAL</b>																										
	303	208	287	59	9	6	8	151	12	14	22	935	25	18	688	92	21	216	25	23	210	12	24			3,458



## STAFF DISTRIBUTION

DATE: March 31, 1959

	TELEVISION										INTERNATIONAL SERVICE						
	Newfoundland	Halifax	Montreal	Ottawa	Toronto	Winnipeg	Calgary	Vancouver	Foreign Offices	Sub-Total	TOTAL	Montreal	Sackville	Ottawa	Toronto	Sub-Total	TOTAL
EXECUTIVE																	
Directors and Assistants	2	1	2	1	2	2		1		11		2				2	
Senior Administrative Staff		1	3	1	12	2		2		21		1				1	
Junior Administrative & Clerical Staff		1	5	1	4	1		1		13	45	3				2	5
PROGRAM																	
Program Directors and Assistants		2	3	2	7	2		1		17		3				3	
Supervising Producers and Producers		8	59	6	59	11		16		189		16				16	
Announcers					3					3		13		2	1	16	
Co-ordinating Producers and Prod. Assts.		7	33	9	43	8		9		109		43				43	
Script-Asstnts.		7	90	6	86	8		8		175		13				13	
Presentation, Casting and Script			3		18					21		2				12	
Other Production Staff			15		1					16		7				7	
Program Clearance and Traffic			24	2	4					34		6				6	
Administrative and Clerical Staff		5	35	11	35			4		85	652	1				1	
FILM																	
Directors and Supervisors		2	3		11	2		1		19		2				2	
Editors and Assistants		15	40	6	101	9		12		183		5				5	
Camera-men and Photographers	1	4	10	4	10	4		5		38		8					
Production and Screening			4		4					11		3				3	
Procurement and Traffic			7		4					11		33				33	
Librarians and Assistants		4	4		12	3		3		33		7				7	
Administrative and Clerical Staff		3	27		80	8		7		125	417	125				125	
TV NEWS																	
Editors-in-charge			4	1	4			1		10		2					
Editors			16	5	28			6		55		7				7	
Administrative and Clerical Staff			9		19			1		29	94	3				3	
DESIGN AND STAGING																	
Directors and Assistants		2	5		3	1		1		12		1				1	
Functional Supervisors		1	16		18	2		5		42		3				3	
EXECUTIVE																	
Regional Officers												2				2	
Administrative Officer												1				1	
Junior Administrative & Clerical Staff												3				2	5
PROGRAM																	
Program Supervisors												3				3	
Section Heads												16				16	
Producers												13		2	1	16	
Announcer Producers												43				43	
Announcers																	
Newsroom Staff												13				13	
Policy Editors												2				2	
Writers												7				7	
Translators												6				6	
Program and Research Assistants												1				1	
Junior Administrative & Clerical Staff												30		1	1	32	139
INFORMATION SERVICES																	
Representatives and Assistants												2				2	
Junior Administrative & Clerical Staff												5				5	7
ENGINEERING																	
Engineering Supervisors and Assistants												2	1			3	
Technicians and Operators												7				7	
Mechanical Riggers												3				3	
Storekeepers and Stores Clerks												1				1	
Building and Studio Employees												2				2	
Junior Administrative & Clerical Staff												5				5	21
TOTALS												153	14	3	2		172

Set Designers and Assistants . . .	2	39		33	2	4	80	
Graphic Designers and Apprentices	2	30	3	23	3	3	69	
Scenic Artists, Painters and								
Helpers . . . . .	3	39		39	4	3	88	
Carpenters and Helpers . . . . .	3	62		49	4	5	120	
Propmen . . . . .	3	31	3	31	5	5	64	
Stagehands & Staging Attendants	7	134	4	163	8	10	330	
Warehouse Attendants & Drivers	2	81			1		84	
Costumers & Wardrobe Employees	2	54		42	4	4	106	
Makelers	2	17		10	4	3	36	
Administrative & Clerical Staff . .	2	48		32	1	1	84	1119
ENGINEERING								
Technical Directors and Assistants	2	2	1	2	2	1	12	
Technical Supervisors & Assistants	6	6	3	12	4	3	30	
Technical Producers & Instructors	4	24	4	16	5	5	58	
Technicians . . . . .	56	229	53	257	50	59	734	
TV Assistants and Trainers . . . .	7	42	6	58	10	3	170	
Building and Studio Employees	3	1	1			3	8	
Junior Administrative & Clerical								
Staff . . . . .	6	19	1	12	1	4	47	1064
TOTAL . . . . .	3	175	1357	133	1350	171	29	3421

RECAPITULATION	
Radio and Integrated Services . . . .	3,458
International Service . . . . .	172
Television . . . . .	3,421
GRAND TOTAL . . . . .	7,051



## CANADIAN BROADCASTING CORPORATION

APPENDIX "D"

## COMMERCIAL STAFF

As at March 31st

	St. John's	Halifax	Montreal	Ottawa	Toronto	Windsor	Winnipeg	Vancouver	Total
1956*	0	1	7	1	16	0	2	2	29*
1957	0	6	33	5	105	0	7	7	163
1958	1	8	59	6	108	0	7	9	193
1959	2	7	65	7	108	1	7	11	208

\* Statistics available on Supervisors and Sales Representatives only.

## ITEM E-4

## BROADCASTING COMMITTEE AGENDA

## CBC INFORMATION SERVICES

EXPENDITURES, STAFF AND REVENUE, 1953-1958 (IN THOUSANDS OF DOLLARS)

APPENDIX "E"

Location	Fiscal Year Ending March 31st	Salaries and Wages	Other Expenditures	Total	Revenue	Net	Number of Staff
Head Office	1954	14	9	23	—	23	4
	1955	33	18	51	—	51	8
	1956	48	15	63	—	63	11
	1957	69	29	97	—	97	11
	1958	73	31	104	—	104	14

Halifax.....	1954	7	5	12	—	12	2
	1955	11	7	18	—	18	3
	1956	16	8	24	—	24	5
	1957	22	9	31	—	31	7
	1958	26	12	38	—	38	7
Montreal.....	1954	100	161	261	6	255	30
	1955	117	164	281	6	275	34
	1956	127	57	184	7	177	40
	1957	143	71	214	8	206	44
	1958	152	74	226	11	215	50
Toronto.....	1954	118	146	264	11	253	35
	1955	131	145	276	11	265	37
	1956	164	153	317	12	305	56
	1957	202	230	432	11	421	63
	1958	261	271	532	13	519	76
Ottawa.....	1954	—	—	—	—	—	—
	1955	4	1	5	—	5	1
	1956	12	4	16	—	16	3
	1957	13	3	16	—	16	4
	1958	15	3	18	—	18	4
Winnipeg.....	1954	14	28	42	8	34	4
	1955	24	35	59	8	51	7
	1956	28	29	57	8	49	8
	1957	36	36	72	11	61	10
	1958	39	47	86	12	74	10
Vancouver.....	1954	16	30	46	4	42	5
	1955	24	33	57	4	53	7
	1956	30	26	56	4	52	9
	1957	33	25	58	3	55	9
	1958	31	25	56	4	52	10
TOTAL.....	1954	260	379	648	29	619	80
	1955	344	403	747	29	718	97
	1956	425	292	717	31	686	132
	1957	517	403	920	33	887	148
	1958	597	463	1,060	40	1,020	171

NOTE: Above represents departmental costs applicable to Information Services. It does not include any proration of supervisory and management overhead. Travelling 1954—\$5,000—1955—\$8,000—1956—\$10,000—1957—\$14,000—1958—\$17,000. Revenue shown is primarily from sale of CBC Times and La Semaine à Radio-Canada.

JUNE 25th, 1959.



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HOUSE OF COMMONS

Second Session—Twenty-fourth Parliament  
1959

Government  
Publications

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SPECIAL COMMITTEE ON  
**BROADCASTING**

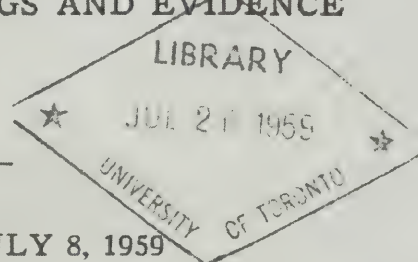
*Chairman:* G. E. HALPENNY, Esq.

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**MINUTES OF PROCEEDINGS AND EVIDENCE**

No. 19

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WEDNESDAY, JULY 8, 1959

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**CANADIAN BROADCASTING CORPORATION**

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**WITNESSES:**

Messrs. R. P. Landry, Assistant to the President, Canadian Broadcasting Corporation; W. D. Richardson, Director of Engineering; J.P. Gilmore, Controller of Operations; and Charles Jennings, Controller of Broadcasting.

THE QUEEN'S PRINTER AND CONTROLLER OF STATIONERY  
OTTAWA, 1959

SPECIAL COMMITTEE ON BROADCASTING

Chairman: G. E. Halpenny, Esq.,

Vice-Chairman: J. Flynn, Esq.,

and Messrs.

Miss Aitken,	Fortin,	Nowlan,
R. A. Bell ( <i>Carleton</i> ),	Johnson,	Paul,
Tom Bell ( <i>Saint John-</i>	Kucherepa,	Pickersgill,
<i>Albert</i> ),	Lambert,	Pratt,
Brassard ( <i>Lapointe</i> ),	Macquarrie,	Richard ( <i>Ottawa East</i> ),
Mrs. Casselman,	Mitchell,	Robichaud,
Chambers,	Muir ( <i>Lisgar</i> ),	Simpson,
Dorion,	McCleave,	Smith ( <i>Calgary South</i> ),
Eudes,	McGrath,	Smith ( <i>Simcoe North</i> ),
Fairfield,	McIntosh,	Taylor,
Fisher,	McQuillan,	Tremblay.
Forgie,		

J. E. O'Connor,  
Clerk of the Committee.



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## MINUTES OF PROCEEDINGS

WEDNESDAY, July 8, 1959.

The Special Committee on Broadcasting met at 3.00 p.m. this day. The Chairman, Mr. Halpenny, presided.

*Members present:* Miss Aitken, Messrs. Bell (*Carleton*), Bell (*Saint John-Albert*), Brassard (*Lapointe*), Mrs. Casselman, Messrs. Fisher, Flynn, Forgie, Fortin, Halpenny, Kucherepa, Lambert, Muir (*Lisgar*), McCleave, McGrath, McQuillan, Pickersgill, Paul, Pratt, Simpson, Smith (*Simcoe North*), Taylor and Tremblay—(23).

*In attendance:* Messrs. R. P. Landry, Assistant to the President, Canadian Broadcasting Corporation; M. Henderson, Comptroller; J. P. Gilmore, Controller of Operations; Marcel Carter, Controller of Management Planning and Development; Charles Jennings, Controller of Broadcasting; Marcel Ouimet, Deputy Controller of Broadcasting; W. G. Richardson, Director of Engineering; R. C. Fraser, Director of Public Relations; Barry MacDonald, Secretary, Board of Directors; and J. A. Halbert, Assistant Secretary, Board of Directors.

Mr. Richardson was called in connection with Item 2 of Part H of the Agenda relating to the "Extension of Coverage to Unserved Areas". He read a brief statement on the subject, copies of which were distributed to Members, and illustrated on maps those areas receiving full or partial radio and television service.

Messrs. Richardson, Gilmore and Landry were questioned concerning present coverage and proposed areas of extension.

Copies of the following documents were distributed to Members of the Committee and ordered printed as appendices to today's proceedings:

1. C.B.C. Staff by location—March 31, 1959. (*See appendix A*)
2. Properties owned or leased—Selected cities. (*See appendix B*)

The Committee considered Item 1 of Part H of the Agenda—"Extension of hours of telecasting", and Mr. Gilmore was questioned.

On Item 3 of Part H of the Agenda—"Color Television", Messrs. Gilmore and Richardson were questioned.

Messrs. Landry, Carter and Jennings answered questions in connection with the policy of the C.B.C. concerning potential competition.

At 5.15 p.m. the Committee adjourned to meet again at 9.30 a.m., Thursday, July 9, 1959.

J. E. O'Connor,  
*Clerk of the Committee.*





NOTE: Text of the Proceedings recorded in the French language appears immediately following this day's Evidence.

REMARQUE: Le texte des témoignages recueillis en français figure immédiatement à la suite du compte rendu des délibérations de la séance d'aujourd'hui.

## EVIDENCE

WEDNESDAY, July 8, 1959.

3 p.m.

The CHAIRMAN: Gentlemen, we have a quorum. Mr. Brassard, you wish to speak to a point of order?

Mr. BRASSARD (*Lapointe*): Mr. Chairman, on a question of privilege: I shall be very brief. I noticed in the press this morning, in at least two newspapers from Montreal, that I had been told—both myself and Mr. Johnson—that if we found that the proceedings of this committee were not too serious for us, that we should resign. That was on account of having presumably joked with Mr. Johnson during the questioning yesterday afternoon. I do not recall having made any jokes during the committee sittings; and when you addressed your remarks right after I spoke yesterday, I thought they were directed to the Honourable member from Roberval. That is all I have to say.

The CHAIRMAN: Thank you very much.

Mr. TREMBLAY (*Interpretation*): Well, Mr. Chairman, if yesterday afternoon I seemed to be amused during the sittings of the committee on broadcasting, it was really at the advice I was receiving in answer to my questions, and it looked to me as if we were returning to the past as far as the answers were concerned. That is what amused me. I do not wish to be too closely connected with what my learned friend from Lapointe has said.

Mr. BRASSARD (*Lapointe*): Neither do I.

The CHAIRMAN: Thank you, very much. I think we have that settled now.

Mr. PRATT: This is equally important or unimportant, but it has to do with a correction. On page 247, line 17, it should read "cost per viewer" not "cost to the viewers"; and on line 32, it should not read "even though"; it should read "even if". Thank you.

The CHAIRMAN: Thank you, Mr. Pratt.

Yesterday we decided or agreed that we should start Part H of the Agenda "new developments". I think in fairness, or in the interests of continuity we would be much smarter to clear item 2, and then go to item 1, that is, extension of coverage to unserved areas, and then follow through with extension of hours of telecasting. Is that agreed?

Agreed.

You have a statement on extension of coverage to unserved areas. That is number 2 of item H.

Colonel R. P. LANDRY (*Assistant to the President of the Canadian Broadcasting Corporation*): Yes, Mr. Chairman. Mr. Richardson will present the statement.

The CHAIRMAN: Mr. Richardson, please.

Mr. W. G. RICHARDSON (*Director of Engineering, Canadian Broadcasting Corporation*): Mr. Chairman—

Mr. FISHER: Are you going to use that board?

Mr. RICHARDSON: Yes, but not for a moment.

This statement was prepared some time ago, actually before this agenda came out. It is entitled Canadian Broadcasting Corporation coverage, but it does not bear the agenda indication of H-2. With your permission I shall now read it.

I have been asked to supplement the statements by our acting president, Mr. Bushnell, on the coverage of C.B.C. radio and television stations. You will recall also Mr. Bushnell's indication, at the session on Tuesday, May 19 I believe, that the corporation is presently engaged in a thorough study of our radio network operations, and I mention this to point out that network distribution through private and C.B.C. stations is under study. Through existing stations our networks reach some 98 per cent of the radio homes and this service is constantly being improved as a result of increased power by affiliated stations.

In speaking of our planning in both radio and television I should make it clear that expenditures are involved which are chargeable to the vote for this fiscal year. Since this vote has not yet come before parliament, I am sure you will realize that I cannot be specific and can talk in general terms only. However, our planning has been estimated and the figures are reflected in current budgets and will be put before the C.B.C. board of directors as concrete plans in the next month.

With this as background, in terms of radio first, may I say that the C.B.C. plans to increase the power of its station CBH at Halifax. This station, a basic station of the Trans-Canada network—has been in operation since 1944 with comparatively low power. In present circumstances it does not serve the urban Halifax area.

In our planning for this year also are a number of additional low power relay transmitters. Mr. Bushnell outlined briefly the development of these LPRT's in his introductory statement. When they were put in first we used a power of 20 watts. Present transmitters utilize 40 watts and will be used to replace the older ones when replacement is needed. In Canada, these transmitters are classed as radio broadcasting stations but they are not recognized as such internationally nor are their frequencies protected either internationally or in Canada. However, they are still most useful to provide broadcasting service in isolated areas. We are submitting a list of LPRT's presently authorized including those under construction showing dates when installation was made.

I think that list has been distributed, Mr. Chairman.

The CHAIRMAN: Thank you.

Mr. RICHARDSON: We hope this year to obtain approval for an additional twenty or so LPRT's and thereby to provide service to a potential of some 14,000 radio homes—all not now receiving Canadian broadcasting coverage.

The CHAIRMAN: Would you please pause for just a minute. I thought the statement had been distributed. But we could get it distributed very quickly. Would you mind?

Mr. RICHARDSON: No, not at all.

While the capital cost of these transmitters is reasonable—\$5,000 for one connected to the network, \$15,000 for one fed by off-air pickup from another station—the annual cost for wireline connection is usually the key factor. In the group for this year, a number will be off-air types. So far, we have



only one of this kind in operation. In recommending the selection of the centres to be served, we analyse known gaps in coverage and representations from many sources seeking improvement. If the network lines are available or can be made available at reasonable costs, or if service can be laid down by rebroadcasting the signal from a neighbouring station, cost data is collected based on the coverage area, the number of potential radio homes,—

The CHAIRMAN: Gentlemen, Mr. Richardson is on the last part of the first paragraph, the sixth line from the bottom. He is going to repeat, "If the network lines are available...". Thank you, Mr. Richardson.

Mr. RICHARDSON:

If the network lines are available or can be made available at reasonable costs, or if service can be laid down by rebroadcasting the signal from a neighbouring station, cost data is collected based on the coverage area, the number of potential radio homes, the amortization of capital and operating costs. As most of these LPRT's are unattended, outside of annual maintenance, most of the operating cost is the cost of network connection.

Mr. Chairman, when I wrote this it appeared that we would not be able to obtain a map large enough to show the coverage across Canada, but since that time, by photostating a smaller map and enlarging it in sections—

The CHAIRMAN: Can we move that up a bit.

Mr. RICHARDSON: Since that time, by photostating a smaller map and enlarging it in sections, we were able to produce this map; but the people who put it together did not provide for the other map. Actually, this top section should be down across here, so we only have one "Hudson" for "Hudson Bay", and this "CYLK" should be down on here: so if you can imagine a drop of that nature, it will help me.

This map is based on the day time protected contours as outlined in the international agreement for the use of the broadcasting channels. In most cases it is the half-millivolt per meter contour; in some cases—for the clear channel stations such as CBK here—it is the one millivolt per meter contour. This is the daytime service, taking all the stations in the area into account, and it gives, in effect, the limits of the coverage; so all the area that is within the black lines and the pink edges is receiving primary daytime service from some radio station in Canada, either C.B.C. or privately owned, either on the network or not on the network.

These small circles—you will notice a bunch of them in the northwestern part of Ontario, and I think there should be one here some place, and a couple in here, and particularly in British Columbia, where we have many pockets in the mountains, are all what we call LPRT's, or low power relay transmitters.

If you look at the first sheet that is attached here, on that document you will find the outline of the LPRT's as they were established by date, starting October 22, 1940 and continuing right through to the present time. There is a total of 67, either in operation, or, as shown in the last of the list, a few that are under construction and will be in operation this fall, at the latest. This gives a picture of what we have to do, to study areas outside these lines and determine where it is economical to put more of these low power relay transmitters. Also, on this map I might point out we have shown the stations in the Northwest Territories.

In our study of these blank spots here we have taken into account television. If you stick strictly to radio, you will find some places that are now receiving television, or will probably receive television in the next one, two or three years; and then you will find other places where it is unlikely that there will be television within the foreseeable future. It is the places that

have not got any service—either television or radio—and are not likely to get television or radio in the foreseeable future that we concentrate on in the first instance. But we do study all areas where we have a sizable population, not of the population centers only but of the surrounding area which could be served by an LPRT, which varies from approximately, maybe 10 to 15 miles during the day time. At night time it may shrink down to four or five miles, depending on the conditions of the particular frequency.

The CHAIRMAN: Are there any questions on low power relay transmitters?

Mr. FISHER: You are not in a position to give us the names of your extensions at this time?

Mr. RICHARDSON: No, sir, because I have just submitted this to the board of directors and they have not yet told me whether I am right or wrong.

The CHAIRMAN: That is on the low power relay transmitters?

Mr. FISHER: Yes. I asked a question last year, to which I got an answer in the house which indicated the cost of such LPRT's ranged from \$800 to \$1,300.

Mr. RICHARDSON: That is for the transmitting equipment only; that is the transmitter, the antenna and the ground system.

Mr. FISHER: In the answer that you gave me there were indications that you had—not a rigid, but some kind of formula.

Mr. RICHARDSON: Yes.

Mr. FISHER: In so far as costs were concerned. I brought up at the time a discrepancy that I found in my own constituency in this particular regard.

Mr. RICHARDSON: That is right.

Mr. FISHER: I realize we can get into a very complicated topic; but I wondered if you expect, when you announce your new locations, whether you will be able to give the indication at that time as to why those particular places were picked, with a listing of the factors—because if you do not, and, for example, if there are not included two places I can think of, it is going to be very embarrassing for the local representative?

Mr. RICHARDSON: It is also very embarrassing for us too, because we quite realize that probably everybody in Canada is entitled to some broadcasting service. But the matter of economics comes into the thing and that is the part that I am personally concerned with—the number of potential radio homes that we could cover with one of these establishments, the amortization on the capital cost, the annual operating cost and the network charges to get the service into it.

Mr. FISHER: In the establishment of these LPRT's in the past, did the corporation always stick to the formula?

Mr. RICHARDSON: No; there are some other considerations, such as language distribution and geographical distribution. It might be that if you were considering a small number of LPRT's—say, four or five—they might all appear in one area, if you stuck strictly to the formula.

Mr. FISHER: How long have you been at this particular chore, Mr. Richardson?

Mr. RICHARDSON: Since about 1939.

Mr. FISHER: I want to ask you a straight-forward question, and I hope the rest of the members will not think I am fishing. Have any of these stations ever been established as a result of influence directed by any cabinet ministers?

Mr. RICHARDSON: Not to my knowledge.

Mr. LAMBERT: Mr. Chairman, this is a question which I was asked to put to the witness by the member for Jasper-Edson, who had been a member



of this committee. I notice that in the list of the relay stations you have one at Jasper, Alberta and one at Edson, Alberta, and the particular problem is that in between these two points is the town of Hinton. Hinton is a new papermill town, and the complaint is that due to the typical topographical contour Hinton is in the blackout area.

Mr. RICHARDSON: This points up a problem similar to that which Mr. Fisher has touched on. We have quite some difficulty in keeping track of the growth of some of these smaller areas. Mr. Fisher brought to our attention one in northwestern Ontario which, according to the 1956 census, contained four or five hundred people, whereas actually it was four, five or six times that number.

Mr. LAMBERT: Hinton is a rather rapidly growing area and possibly the most populous one in the riding. If you could have a look at it, it would be appreciated.

Mr. RICHARDSON: I appreciate the problem and we have had a look at it.

Mr. SIMPSON: In this connection, are you speaking specifically of radio?

Mr. RICHARDSON: Yes.

Mr. SIMPSON: There is a point in northern Manitoba, at Lynn Lake, which requires some consideration.

Mr. RICHARDSON: Yes; as I understand it, it is a comparatively new community.

Mr. SIMPSON: Well, during the last six or seven years there has been very poor radio reception of any kind whatsoever. Have any representations been made?

Mr. RICHARDSON: I do not recall any representations. This brings up another point. We hear about these places in a great many different ways; some are obtained from looking over the lists of communities that are published by the bureau of statistics; and then there are places we hear about from mining companies, chambers of commerce and boards of trade which are established in some of these newer communities, or from the community itself, which has grown to the extent that it feels it requires some of these facilities. Some of you gentlemen have brought communities to my attention which, apparently, have been left out. Hinton is one, and Mr. Fisher brought one or two to our attention. These come to our offices and we immediately study them.

Now, Mr. Simpson, the difficulty in connection with Lynn Lake is how to get the programs up there. It is up in this area somewhere that the northern network runs across. There would have to be a land line.

Mr. SIMPSON: There is a land line.

Mr. RICHARDSON: It is more than 100 miles from the land line.

Mr. SIMPSON: There are no land lines north of Brandon and these people would only be able to pick up Watrous, I suppose?

Mr. RICHARDSON: Yes, on occasion.

Mr. SIMPSON: And the local station at Flin Flon. But we are having a great deal of difficulty in getting good reception in radio. I would just like to bring these matters to your attention.

Mr. FISHER: We have four of these stations within a line of 50 miles. I am thinking of Nakina, Long Lac, Geraldton and Beardmore. In economic terms, I am wondering whether any consideration has been given to try and serve them with one station, or would it raise your power requirement beyond what is allowed?

Mr. RICHARDSON: That is right. The coverage of any of these stations which you see here is based on what we call ground wave. It is the wave

that goes out from the station and is pretty well parallel to the surface of the earth. It is influenced by the conductivity of the soil and, unfortunately, the conductivity of the soil in this Laurentian shield is very poor. The conductivity in this area is about the same as sea water. That soil is the best you can get. This is a shade below sea water. This is several times poorer and, consequently, in order to get a signal above this area you would have to use the most efficient antennae you could build. Your operating costs would go sky high and you would not be able to serve the people as effectively. It is cheaper this other way.

Mr. FISHER: I have one other question and this is in connection with another spot on the agenda, but it also involves a technical question. It concerns a request that has come forward from at least three of these communities with LPRT's, that they be allowed to exert some choice in switching from one network to another, that is within the local telegraph office, and the answer I received, when I brought this up, was that this was impossible, largely because of advertising commitments.

Mr. RICHARDSON: I am unable to answer that part of it, but I can give you the technical reasons.

Mr. FISHER: What are the technical problems?

Mr. RICHARDSON: The technical reason is that the Trans-Canada network feeds all of these LPRT's—and this is the basic part of the network—so the network is always fed to these points. Even during an interruption the service is restored by other facilities, either by the railway or a third party, in order to get the service back in. The Dominion network, which is the only other English network going through there, does not always go through these places. It might be that if you went into a railway repeater point you might hear both networks, because the policy is to keep all networks alive with program material at all times—and I could give you some amusing incidents in connection with that. Therefore, if you went into the railway repeater at Geraldton you might be able to hear it on the station monitor, but if we switched it over to the network we probably would get additional charges for bringing the network from some other point up to that station.

Mr. FISHER: I have an example in connection with one community. One certain night C.B.C. Trans-Canada tends to be devoted to intellectual and heavier programs, which have not as wide a listening audience, or the community does not appreciate it; so the operator, on his own, was making this particular switch. There happened to be one maverick in the community who complained, and he was in trouble with the authorities in the railway over this. Do you think there would be some way in working out a compromise for something such as this? I know it is a large province.

Mr. RICHARDSON: I do not know. No matter what we do, so far at networks are concerned, it costs us more money. We can look at the problem. The Dominion network always has operated much fewer hours per day than the Trans-Canada network and, in order to give a full day's service, we hook these up to the Trans-Canada.

Mr. McGRATH: What is your coverage on the Labrador coast and the south coast of Newfoundland?

Mr. RICHARDSON: Well, actually in here we do have a short-wave station, which we inherited.

Mr. McGRATH: At St. John's?

Mr. RICHARDSON: Yes, and it provides some coverage along there. Also, this station does provide a secondary day time service over here by means of sky wave. You must keep in mind that the noise level in these smaller communities is very, very low compared to what you would find in a city such as



Montreal, Ottawa or Toronto: therefore, they can listen to extremely weak signals.

Mr. McGRATH: What is your power output on your short-wave transmitter?

Mr. RICHARDSON: 200 watts.

Mr. McGRATH: Have you any plans to increase that?

Mr. RICHARDSON: Yes, we have had plans at the international conferences since 1947.

Mr. McGRATH: Do you have plans in the immediate future to increase your power? I ask this question because the radio coverage is poor.

Mr. RICHARDSON: Yes.

Mr. McGRATH: In regard to a study you made with respect to one of the factors pertaining to the setting up of one of these LPRT's, you mentioned the economic factor. Could you explain that? Were you speaking in terms of the number of sets or in terms of revenue to amortize your capital expenditure?

Mr. RICHARDSON: No, there is a dollar limit some place, beyond which it becomes uneconomical to put these things in. If it is going to cost \$100 per potential radio home in one place and \$5 per potential radio home in another place, this is where we cut costs. It is all a drain on the public purse.

The CHAIRMAN: Are there any further questions?

Mr. PICKERSGILL: Is there any part of the island of Newfoundland where the ordinary radio coverage is not reasonably adequate?

Mr. RICHARDSON: Oh, yes; there is much on the island of Newfoundland.

Mr. PICKERSGILL: I mean in the inhabited parts of the island.

Mr. RICHARDSON: I think the inhabitants are mostly around the coast. So if you follow the coastal area here you will find quite a few names of places. I have not been there and I do not know how large they are. However, there are many places there getting little or no radio service.

Mr. PICKERSGILL: Has there ever been any thought of putting one of these in St. Anthony?

Mr. RICHARDSON: Where is that?

Mr. PICKERSGILL: Almost at the tip of the northern peninsula.

Mr. RICHARDSON: Frankly, I could not say, sir.

Mr. McGRATH: I have a supplementary question. If you increased your short wave transmitter would that solve it?

Mr. RICHARDSON: It only partly solves it. The short wave transmission and reception leaves much to be desired if you start comparing it with what you were getting in many of the major centres. It is subject to interference from stations all over the world. It is very much affected by the atmospheres; I mean the effects of the northern magnetic pole, sun spots and that type of thing.

Mr. McGRATH: And also subject to the economic factors which you outlined.

Mr. RICHARDSON: Yes; but I think the other factors would play a larger part in respect of a short wave station there than in some other areas.

Mr. FISHER: How do you get the transmission to CFAR in Flin Flon?

Mr. RICHARDSON: We do not. They have permission to pick up and re-broadcast from Watrous.

Mr. FISHER: In respect of places like Winish and Lynn Lake, what is the feeling about bringing a service into a community like that?

Mr. RICHARDSON: We have had no—I suppose we have had no—hard and fast rules. For instance in 1940 when we still had the \$2.50 radio licence receiving fee, we figured the number of homes in the area and multiplied by \$2.50. If we could do the job for less than that we figured it was economical. Because of economic changes, and so on, this rose and we set a limit of \$6. The last one I think went in at \$9. This is a fluid thing. Where the shut-off is at the moment is pretty hard to say. It is a changing condition.

Mr. McGRATH: Is the coloured area along the Pacific coast the area you intend to cover by C.B.C. radio?

Mr. RICHARDSON: It is a combination of C.B.C. and private stations. This part of the contour up here is CJOR Vancouver. This part is CBU. This is still CBU but is almost equalled by one of the stations in Victoria. This is a combination thing giving the outline coverage of all stations.

Mr. McGRATH: Do you have a station at Prince Rupert?

Mr. RICHARDSON: Yes.

Mr. McGRATH: What area does it cover?

Mr. RICHARDSON: It is only a 250 watt station. It is not very big. This is a very mountainous area and the conductivity is very poor.

Mr. McGRATH: Is there a gap there in the Queen Charlotte islands and the mainland coast which is subjected to Japanese and American reception?

Mr. RICHARDSON: Yes. I might say that here, and probably down in here somewhere, they probably receive better reception from Russia.

Mr. McCLEAVE: Would the witness expand on his statement in the third paragraph where it says in respect of station CBH at Halifax:

In present circumstances it does not serve the urban Halifax area.

Mr. RICHARDSON: Yes, sir. CBH was a station which was set up during the war to give some additional coverage in Halifax. I think there was only one station there at the time. It was 100 watts. This was under war-time conditions and we were lucky to find a 100 watt station. This happened to be an old one we fixed and made operative. It was situated in a building on Sackville street with a short antenna and has been there since.

In the meantime, Halifax has grown. The metropolitan area is larger and this station does not serve all that area. Also there is interference in part of the metropolitan area of Halifax.

Mr. McCLEAVE: Is it in any particular part of that area?

Mr. RICHARDSON: I have heard the interference is quite bad in Dartmouth and also on the point, here.

Mr. McGRATH: Do your plans call for the construction of a transmitter somewhere in British Columbia to offset radio Moscow in the north?

Mr. RICHARDSON: In the northern services plan which was approved a year ago or more by the government, we had planned on setting up a short wave station here to serve an area about like this. Since that time—

Mr. BELL (Carleton): For the purpose of the record, I think Mr. Richardson will have to say what he means by "here".

Mr. RICHARDSON: I think an arc with the limits here and here: a line between Vancouver and about the mid-point of the Alaska-Yukon border. The other side of the arc would go somewhere between Fort Smith and Yellowknife. These are limits which are determined probably empirically for engineering purposes. This was our original plan; but there are now some indications there may be quite some activity in getting other communication circuits into the north. If so, it would probably be more economical for us to take the network up to many of these places rather than rely on short wave.



Mr. BELL (Carleton): What do you mean by "these places"?

Mr. RICHARDSON: Places like Whitehorse, Dawson, Yellowknife and Fort Smith. Fort Nelson has it now. It would not necessarily include Churchill. This is under study. If this is true, then this area probably would bet pretty good service in the populated centres but not in the outlying places. Then we might change the location of the short wave station to some other point where it would be more effective.

The CHAIRMAN: What would be the cost of a short wave station as you first mentioned in that arc.

Mr. RICHARDSON: This would cost, with land, buildings and everything, in the neighbourhood of \$1,200,000 or \$1,500,000.

Mr. McGRATH: Do you have any plans, or has any attempt been made to jam radio Moscow?

Mr. RICHARDSON: No, sir. That would not be within the purview of the C.B.C.

Mr. McGRATH: Is there any attempt in the north, or has the Canadian government any facility there, to jam it?

Mr. RICHARDSON: Not that I know of.

Mr. LAMBERT: In respect of station CBX in Alberta, is the use of that transmitter at Lacombe efficient, or why has it been found necessary to use a supplementary transmitter and, I suppose, almost a second station, CBXA?

Mr. RICHARDSON: In Edmonton?

Mr. LAMBERT: Yes?

Mr. RICHARDSON: Edmonton has grown to such a size we did not have sufficient signal intensity into Edmonton from Lacombe to override the listening noise. So, in order to have 100 per cent service in Edmonton, we have to establish this supplementary station. When CBX was established, this was a different set of conditions.

Mr. LAMBERT: What about the southern area of the province?

Mr. RICHARDSON: That is exactly the same, but I have not received any authorization to put a similar station in Calgary.

Mr. SIMPSON: Mr. Richardson, you were mentioning these different points, and you said, "not necessarily Churchill". What was your reasoning behind that? What are your findings?

Mr. RICHARDSON: As far as I know, at the moment there are no plans to extend suitable facilities into Churchill that could be used for the network. It would be a special job. This does not rule it out for the future. I am talking about, as of last week, when I had conversations with the railway companies.

Mr. SIMPSON: They do have an armed services radio station there? You have it marked on the map there?

Mr. RICHARDSON: That is right.

Mr. SIMPSON: Is that mark at Churchill indicating a radio station there?

Mr. RICHARDSON: Yes, this is the radio station here, which I believe we are taking over, as we have taken over all the rest of the stations in the north. We have not taken it over yet, but I think it is scheduled soon.

Mr. SIMPSON: You have plans for that?

Mr. RICHARDSON: Yes.

Mr. SIMPSON: That is very good, because I understand most of their news and other broadcasts come from the United States. They hear practically all United States news up there, and not Canadian, because it is operated by the armed services.

Mr. RICHARDSON: Yes.

The CHAIRMAN: We are glad that you are happy about that, Mr. Simpson.

Mr. FISHER: There is a Conservative who recognizes the purposes of this corporation.

Mr. McQUILLAN: Mr. Richardson, you spoke a moment ago about a proposed short-wave station there. As I gathered, it was going to strike the easterly side of the coast range. Why could that not have been designed so it would have served the northern section of the coast; or have you any other plans to serve that section of the coast?

Mr. RICHARDSON: We have a peanut short-wave in Vancouver, around 100 to 150 watts, which is not very good. We would, some day, like to improve that.

But one of the difficulties with short-wave is, if you are 3,000 miles away from the target you can do a better job than if you are 300 miles away. That is because you have to shoot your signal up like that, and let it bounce down. If the distance from the transmitter to the target is short you have to shoot at a short angle; most of your signal goes into the ionosphere and does not get reflected back at all. That is one of the problems we have.

Mr. McQUILLAN: You have a situation out there now where quite an extensive fishermen's broadcast is put on every morning, and most of the fishing population cannot hear it. That is because most of the fishing population, or a great part of it, is from the area shown coloured there, north to Prince Rupert.

Mr. RICHARDSON: Or in there.

Mr. MUIR (*Lisgar*): I was going to ask if an alternative to Vancouver for your high power short-wave would be Churchill?

Mr. RICHARDSON: No, sir. I think we have to keep far away from our target areas, as I said before.

The CHAIRMAN: Any further questions on LPRT's?

Mr. FISHER: Just one.

The CHAIRMAN: Yes, Mr. Fisher?

Mr. FISHER: A general question. The intent, I gathered from last year's legislation was to have a five-year program in forecasts? You have expressed your intention—

The CHAIRMAN: Quiet. Give Mr. Fisher a chance, please.

Mr. FISHER: In your intention on these extensions, does this envisage a five-year period?

Mr. RICHARDSON: What I have said today is the first part of the five-year forecast, but we will carry this forward on a rolling basis, year after year, as we have done for the past 15 years.

Mr. FISHER: The reason why you cannot go further is, perhaps, because of population growth?

Mr. RICHARDSON: Yes.

Mr. FISHER: That sort of factors?

Mr. RICHARDSON: Yes, that is right.

The CHAIRMAN: Any further questions?

Mr. TREMBLAY: Mr. Chairman—

The CHAIRMAN: On LPRT's?

Mr. TREMBLAY: Yes.

Mr. TREMBLAY (*Interpretation*): Could you tell me if the towns of Chapais and Chibougamau, in the province of Quebec, are on CBJ?



Mr. RICHARDSON: On what?

Mr. TREMBLAY (*Interpretation*): If they are covered—

Mr. TREMBLAY: If they are covered by the station CBJ in Chibougamau.

Mr. RICHARDSON: Chibougamau is not, because it is over here. What is the other place?

Mr. TREMBLAY: Chapais.

Mr. RICHARDSON: Is that the same place?

Mr. TREMBLAY: It is 20 miles from Chibougamau.

Mr. RICHARDSON: No, they would not receive primary service from CBJ. That is the limit of CBJ.

Mr. TREMBLAY: There is no private station there?

Mr. RICHARDSON: No, they might get some sky wave at night, but it is not what we call primary service.

Mr. TREMBLAY: Do you intend to have a C.B.C. station there?

Mr. RICHARDSON: I could not say, because Chibougamau is a remote place, and we are studying and have studied those places, and it is one of those places that is growing—ten years ago I think it was pretty small.

The CHAIRMAN: Would you like to continue with your statement, Mr. Richardson?

Mr. RICHARDSON: Thank you. At the top of page 2:  
*Television*

Mr. Bushnell thought it would be helpful to the committee if a map were prepared showing the development of the Canadian television system. If it is your pleasure at this time, Mr. Chairman, I would like to bring this map in and explain to members the information which it provides with respect to television coverage. To start, I feel I should say that the station coverages depicted are the 'B' contours as worked out by the engineering consultant and submitted as part of the technical brief at the time the application is filed. These 'B' contours provide a useful representation of the 'good' service areas of the stations. With an outside antenna, usable television service is provided over a considerably wider area.

But I might say that the limits here are those which are recognized in the bilateral agreement between Canada and the United States for the use of those channels within 250 miles of the border.

Beyond 250 miles you do not have an agreement about interfering with the neighbouring parts south of the border, or interference from them to us.

The details of the extension of coverage are shown through the use of different colours. These colours identify those stations established in each year. The coloured lines identify the years when network connection was supplied to each station. I have also had this information compiled in tabular form, which is submitted with this document.

In television also the C.B.C. has planned for extension of coverage through C.B.C. installations. As I said these are plans and are subject to study by the C.B.C. board of directors and I can only report in general terms. Plans for this year involve proposed stations at some nine or so locations to serve approximately 70,000 new TV homes.

When the corporation takes its decisions in the light of the financial provisions for extension of service and after reviewing these plans, as is the case for all new stations or increases in power, application is made to the Department of Transport, who makes reference to the board of broadcast governors for a recommendation. Speaking of the BBG reminds me that C.B.C. planning must be kept flexible. I keep in touch with the recommendations of the BBG and the licensing of new television stations for planning purposes.

Sometimes an area which seems to be a gap in the service for which the C.B.C. might plan is covered as a result of an application recommended by the BBG. In such a case, instead of planning an installation the C.B.C. is faced with providing network service to the new station.

The provision of network service either to private stations or C.B.C. installations involves the Corporation in network extensions. To date we have used (a) direct connection—physical connection of the station to the network based on contracts, signed after tenders have been analysed and costs compared with other means of connection; (b) television recordings—this is adopted usually when the station is isolated from the existing network and where the cost of providing a physical connection is more expensive than television recordings; (c) then, of course, there is the pickup and rebroadcasting from a mother station. This is called—satellite operation—and is accomplished without direct network extension or recording costs.

The annual report sets out the costs of network connections in total for both radio and television. In radio the rates are established through a long-term contract jointly with the railway companies. In television, supplying companies are the railways jointly and The Bell Telephone on behalf of the Trans-Canada Telephone system. Microwave rates vary depending on topographical conditions and the use which the supplying companies can make of the facilities in their normal traffic. In general terms these rates vary from \$20.00 to \$70.00 a mile per month. Extensions to the television network tend toward the higher rate because the centers are smaller and there is less chance of using the facilities for other traffic.

I feel it might be helpful also to report that the recommendations for low power transmitters this year will be co-ordinated as to television or radio. As a result these recommendations will cover either television or radio service and mean that some 30 communities will receive either service for the first time if all the necessary authorizations and approvals are given.

Further planning will be reflected in the five-year capital program to which you have already had many references.

Mr. McCLEAVE: I wonder if the witness could tell us whether there are further plans for the establishment of stations in Nova Scotia? I am thinking of the area between Halifax and Sydney, either on the Cape Breton side or on the Sheet Harbour side.

Mr. RICHARDSON: This brings up a problem. We have considered this area in here; this is the limit of the Charlottetown coverage.

Mr. McCLEAVE: That is the eastern shore of Nova Scotia.

Mr. RICHARDSON: Yes; that is the limit of CBHT, Halifax, and this is Sydney; and it leaves this area here from Antigonish to Mulgrave, Canso, Guysboro, and the Sheet Harbour area at the moment without B service. We have considered this area, and at the last meeting of the Board of Broadcast Governors there was an application by Antigonish to establish a station.

If that application had been approved, it would have filled in, maybe not all but certainly a good deal of, the unserved area in this vicinity. I think that application was recommended for denial. But I understand there is an application already in or coming in for Charlottetown to establish a satellite in the vicinity of New Glasgow. So until we have the details of that, we do not know how much of this particular area will be left unserved.

Mr. McCLEAVE: You would leave it up to the private station to establish a satellite, rather than to the C.B.C.?

Mr. RICHARDSON: That is right. But we would have a look at the area after to see what is unserved and to determine whether or not it is worthwhile for us to consider it again.

Mr. McGRATH: How many satellites does the corporation operate on the television network?



Mr. RICHARDSON: We have three satellites: they are at Liverpool, Shelburne, and Yarmouth.

Mr. PICKERSGILL: And what about Stephenville?

Mr. RICHARDSON: Stephenville is a station where we supply the program material, but it is owned and operated by the United States forces at Harmon Field.

Mr. McGRATH: Do you plan to establish a satellite station at Grand Falls, Newfoundland?

Mr. RICHARDSON: It is in our planning. It will be a network station. The television network comes through here and crosses in here and goes up to Corner Brook, and it follows around here. This is not the actual physical routing. The network actually goes around here through Grand Falls, Gander, and into St. John's. We deliberately asked for it to be done that way because it was cheaper for the railways to follow along their right of way, and it took in the larger populated areas.

Mr. McGRATH: Would it not be more economical to establish a satellite transmitter at Grand Falls?

Mr. RICHARDSON: The satellite station picks up another station and re-broadcasts it. Grand Falls cannot pick it up because it is too far away.

Mr. McGRATH: Could it not pick up a private station?

Mr. RICHARDSON: No.

Mr. PICKERSGILL: I am interested in the Grand Falls situation, and there is one point: is the station contemplated for Grand Falls to be the same kind of station as now exists at Corner Brook?

Mr. RICHARDSON: It will be fed from the network; but as far as power is concerned, it may be different, because there are different conditions there.

Mr. PICKERSGILL: There is some difficulty in Corner Brook in getting reception, even in parts of Corner Brook. Is there any thought as far as Stephenville is concerned as to putting it on the network?

Mr. RICHARDSON: It is already on the network, as of the 15th or 16th of June.

Mr. PICKERSGILL: What about a station at Goose Bay?

Mr. RICHARDSON: I am afraid that Goose Bay is so isolated that we will have to continue with kinescope recordings there.

Mr. SIMPSON: These three satellite stations you mentioned in the Maritimes that the C.B.C. constructed or are operating: do they pick up from another C.B.C. station?

Mr. RICHARDSON: That station at Liverpool picks up and rebroadcasts our Halifax station; Shelburne picks up and rebroadcasts the Liverpool station; and Yarmouth picks up Shelburne and rebroadcasts it. So it goes through the mill four times.

Mr. SIMPSON: It is not the policy of the C.B.C. to set up a satellite and to rebroadcast the programs of a private station?

Mr. RICHARDSON: That would cause some pretty serious managerial problems in respect to who controls whom, and so on.

Mr. McQUILLAN: How far from the mother station can these satellite stations be used satisfactorily?

Mr. RICHARDSON: It depends entirely on the topographical conditions, the power of the mother station, and the height of the antenna, because as you go up in height with your antenna, your horizon gets farther and farther

away. But the antenna would have to stay somewhere close to that B contour, because if you get too far away from your original pick-up, you are troubled with fading and noise.

Mr. McQUILLAN: Would you please indicate the northerly boundaries of that area on the British Columbia coast?

Mr. RICHARDSON: We do not get to Powell River or Courtenay. That is Courtenay, here.

Mr. McQUILLAN: Did you say that Port Alberni is being covered?

Mr. RICHARDSON: Port Alberni is just inside only; but it is down in a hollow and is probably getting poor service.

Mr. McQUILLAN: And what about the lower west coast and Vancouver?

Mr. RICHARDSON: In mountainous country you must take into consideration whether you are in a valley or sitting on top of a hill. These are just general contours which are based on the international rules and regulations. It does not mean that in every spot you have coverage; but the rule is that when you get out to this vicinity here, 50 per cent of the receivers will get service at least 50 per cent of time, and you are meeting all the requirements of the international agreement.

Mr. McQUILLAN: Have you given any consideration to the establishment of a satellite station there, or can you cover more of that area?

Mr. RICHARDSON: Yes sir, we have.

Mr. McQUILLAN: You have given it serious consideration?

Mr. RICHARDSON: Yes sir, serious consideration.

Mr. FORTIN (*Interpretation*): Well Mr. Chairman, I have two questions to put: the first is as follows: does the C.B.C. propose to set up a French television station at St. Boniface? And my second question is this: is it true that in Winnipeg there are two channels available for television, one of them being important and the other of secondary importance, and that the request was made by the French speaking population of Manitoba to obtain the most important; and after they had originally received unofficial permission, this was then changed and they were to get the least important facility.

Mr. RICHARDSON: Answering question No. 1: we certainly have planned on establishing a French language station to serve St. Boniface. Actually the station will be located in the same building and the radiating element on the same tower as our present station in Winnipeg, but designed to serve the French population of St. Boniface.

Mr. FORTIN: May I put a supplementary question, Mr. Chairman? Would you have any idea as to the date on which this station could perhaps come into operation?

Mr. RICHARDSON: No, I could not give you a date. We went through the necessary application to Department of Transport. In March the Board of Broadcast Governors approved our recommendation, but we have not yet received order in council authority to establish a station. Until we receive that we can put no dates on completion.

The CHAIRMAN: Would you repeat the second question, Mr. Translator?

Mr. FORTIN (*Interpretation*): The second question was as follows: Is it true that in Winnipeg there are two channels available for television, one of them important—

Mr. RICHARDSON: May I answer that? Yes, there are two.

Mr. FORTIN (*Interpretation*): One of them important, and the other of secondary importance?



Mr. FORTIN: Would you answer this part too?

Mr. RICHARDSON: I will, in a second. Shall I answer it now?

Mr. FORTIN: Is it right that there is one important channel and one of secondary importance?

Mr. RICHARDSON: Let me put it this way. There are 12 channels, running from 2 to 13, and I think they are all of equal importance. But it is a little more difficult to render the same service on one of the top channels than it is on one of the lower channels, because it takes a little more power to reach the same coverage area. You have additional design problems with your antenna and that sort of thing.

I do not know what you mean by saying one is more important than the other; they are both equally important, as far as service is concerned. But one might cost you a little more to operate than the other.

Mr. FORTIN: Do you think you will spend the necessary money to have those two stations at the same level as far as power is concerned.

Mr. RICHARDSON: No, not as far as power is concerned. But this—

Mr. PRATT: Mr. Chairman, I have a supplementary question. What are these two particular channels being discussed?

Mr. RICHARDSON: I think they are 7 and 13.

Mr. PRATT: They are both fairly high, then, respectively?

Mr. RICHARDSON: Yes.

Mr. PRATT: One is half-way up.

The CHAIRMAN: Mr. Bell, Saint John-Albert.

Mr. FORTIN: He has not finished answering my question yet. (*Interpretation*): The continuation of the question was as follows:—one of them being important and the other of secondary importance; and is it true that a request was made by the French-speaking population of Manitoba to obtain the most important of these stations, and that after they had originally been given unofficial permission, this was then changed and they were to obtain the least important facility?

Mr. RICHARDSON: I have seen no request from the French-speaking population of Manitoba for either channel. As far as I am concerned, we worked on the design of this station using the lower channel, and that was what our application was based on.

Mr. FORTIN: I understand you are not aware of this request, but the request might have been made just the same?

Mr. RICHARDSON: It could have been; I have no knowledge of it.

Mr. FLYNN: Will this station be connected with the French network?

Mr. RICHARDSON: It will be programmed using film recordings, because the closest French network is here, and to extend the French network—

Mr. FLYNN: Where is it?

Mr. RICHARDSON: In the vicinity of Kirkland Lake.

Mr. BELL (*Saint John-Albert*): Mr. Richardson, regarding the blank spot in New Brunswick, about which I understand there is some controversy, I wonder if you would care to say the factors that might determine a decision as to whether there be a satellite or a new private station in that area?

Mr. RICHARDSON: The dotted line around New Carlisle here shows the area that will be served when the New Carlisle station is established, which I hope will be in about mid August this year.

Mr. BELL (*Saint John-Albert*): Is there any undesirability regarding the interprovincial nature of such an operation; that is, crossing provincial boundaries?

Mr. RICHARDSON: Not from my standpoint.

Mr. BELL (*Saint John-Albert*): I agree with that; but I just wanted to hear you say it.

Mr. FISHER: Have you made a survey in that very large area that has no colour?

Mr. RICHARDSON: Across here?

Mr. FISHER: Yes.

Mr. RICHARDSON: Yes, it has all been considered.

The CHAIRMAN: That large area you are talking about is northern Ontario and northern Manitoba?

Mr. RICHARDSON: Yes, northwestern Ontario.

Mr. FISHER: That dot at Kenora; does that represent your range?

Mr. RICHARDSON: That represents the coverage of the low power station at Kenora.

Mr. FISHER: Have there been any technical changes in development in the last year or two that would enable you, with relatively little expense, to expand that?

Mr. RICHARDSON: No; if you increase the coverage by increasing the power of the transmitter and the height of the antenna it will cost more money, no matter how you do it.

Mr. FISHER: Could you just repeat the cost of the Kenora operation?

Mr. RICHARDSON: The Kenora operation is around \$175,000, is it? I am not sure; I would have to look it up.

Mr. FISHER: What is the approximate figure you have per household in television, in contrast to radio?

Mr. RICHARDSON: This varies, in our present studies. By the way, I think I just rounded the figure off to a dollar; but I think it ranges all the way from 93 cents up to \$220 per television home—of the places that we have studied.

Mr. FISHER: The problem in northwestern Ontario is so often one where communities are being badgered and hectorated by private organizations, not to put in a station but to put in some kind of reception device. I know of two of them that are delaying at the present time because they do not know whether it is worth while going ahead, because of developments in so far as the C.B.C. is concerned and in so far as the private station in Port Arthur is concerned.

When you make your announcement, or when your announcement is made of your plans for these nine stations, can you give any projection beyond that for the five-year period, so that these communities can make up their mind one way or the other whether it is worth while getting involved in this?

Mr. RICHARDSON: I think that we could, after our five-year plan is firmed up—which may be within the next two or three months.

Mr. FISHER: There is no possibility of any announcement in the house in the minister's estimates on this particular matter?

Mr. RICHARDSON: I would not know about that.

Mr. FISHER: So far the board of directors has given no indication?

Mr. RICHARDSON: No.

Mr. FISHER: They have not looked this over and approved?



Mr. RICHARDSON: No, not yet.

Mr. FISHER: I have one more question, and this is a hypothetical one. If the Port Arthur station is allowed its increase in power and its new antenna location, it is going to change that colour pattern?

Mr. RICHARDSON: That is right.

Mr. FISHER: And extend it out more? Is there any question of sort of a licence, or the privilege that a station gets, coming in conflict with potential C.B.C. service: I mean, in so far as those proprietors have proprietary rights in any way to their coverage?

Mr. RICHARDSON: I do not think so.

The CHAIRMAN: That would be up to the Board of Broadcast Governors, would it not?

Mr. RICHARDSON: That would be up to the Board of Broadcast Governors. I think you are talking about a vested right in the area, or something. I would doubt it very much, but that is only my opinion.

Mr. FISHER: Has the possible extension of the Port Arthur station been taken into consideration in any plans which you have made?

Mr. RICHARDSON: If the application is approved, we would immediately change, in effect, the colour on this map and see whether it affects any of the plant that we have. Just the same as I pointed out here in the Antigonish-Guysborough county problem that we would take that into account. If the private station can serve the area, that is fine with us.

Mr. FISHER: What is the minimum cost of a transmitter working off the micro-wave?

Mr. RICHARDSON: I would say the minimum cost would probably be in the order of \$120,000. You might get lower than that if you got a smaller transmitter and a shorter antenna, and all that sort of thing; but to render a reasonable service over a small area would be about \$120,000.

Mr. FISHER: Does most of the cost go into providing the change from the micro-wave to your transmitter?

Mr. RICHARDSON: No, that is the annual operating cost of the network facilities which, you see, are owned by other people. We just lease a service. We pay for that on an annual basis.

Mr. FISHER: Why is it that with so many of these satellites operations the costs seem to be so much below \$100,000?

Mr. RICHARDSON: In your satellite operation you are picking up and re-broadcasting a mother station, operating away from the network which you have at another point.

Mr. FISHER: That is my point. The high cost factor is working from the—

Mr. RICHARDSON: Partly. It is not because of the network; it is because of the equipment that we need in order to feed it into the machine.

Mr. FISHER: Is there a private firm supplying that kind of equipment, or is it done on order?

Mr. RICHARDSON: All that we have done so far has been done on order. Now, whether they are going to make this as a stock item, I do not know, but I expect they will if there is a great demand. There are other satellites operating besides ours. There is Kapuskasing, Red Lake, and perhaps at Inverness, Penticton and Vernon.

Mr. FISHER: The Fowler commission had a recommendation in so far as television coverage is concerned. It was to the effect that wherever you had

a population of 5,000 to 8,000 people that should be taken under serious consideration by the corporation. Are you paying any particular attention to that point?

Mr. RICHARDSON: Yes, we have based it generally on a 5,000 figure within the service area, not necessarily within the community.

Mr. FISHER: I have one supplementary question. What is the area—I mean where do you determine the point where your 5,000 people fit?

Mr. RICHARDSON: This is not a cut and dried thing. You say: there is a likely looking spot. You look at it, and find there are two or three towns out around there at varying distances. You say: you put up a 500-foot antenna and put a kilowatt in it—all right, the contour will go there. You say to yourself: perhaps it is not enough; maybe if I extended it five miles it would be better. Then you amortize all these things, divide it by the population, and whichever one comes out to be the most reasonable is the one you recommend.

Mr. FISHER: Is one of the factors in connection with the small range of the Kenora station the fact that you have not a high enough location?

Mr. RICHARDSON: That is part of it, and we have not enough power to go further, and a high enough antenna and enough money to do it. We did the best we could with the finances at our disposal.

Mr. SIMPSON: I was going to ask you to give the general rundown of the areas in Canada which are not serviced by television; however, the map which you have produced gives us clear evidence that there are a lot of areas not being serviced. I would like to ask this question: has the C.B.C. any priority plans regarding any of these areas, which they consider should be serviced as quickly as possible?

Mr. RICHARDSON: I think I could best answer that by pointing out that on the first rundown of these things, after a few cut and tries, we decide that in a certain area it would appear to be economical to put up a station of a certain size. We estimate the potential population and the television demands to be served and we try to estimate the cost of network connection. We know the cost of supplying them by line recordings; and taking all this into account we estimate the amount of dollars per television home and, from our standpoint, it would look reasonable to get the cheapest one first.

Mr. SIMPSON: I suppose one of the prime factors would be the population in the area?

Mr. RICHARDSON: Yes, the larger the population the cheaper it becomes.

Mr. SIMPSON: Could you tell me, Mr. Richardson, what areas you may be considering at the present time which are now serviced by a micro-wave system; that is, the telephone micro-wave system, which could be utilized. Would that not have a large bearing on the areas?

Mr. RICHARDSON: It has a considerable bearing on the costs. We are considering all areas, even those up here, but as you are closer to the network along here, the cheaper your network service becomes because you pay so much a mile plus station connection charges, which are fixed.

Mr. SIMPSON: That is understandable; but in some of these areas, where the population factor may be fairly equal, if you find an area which already has a micro-wave system, which could have the television equipment installed on it, as against another area where towers would have to be built up, would that not be a factor and have a bearing on it?

Mr. RICHARDSON: I think the first one would probably come out to be the cheaper.

Mr. SIMPSON: One other question: who specifically in the C.B.C. makes the decisions in regard to extensions from time to time as they come up?



Mr. RICHARDSON: The board of directors.

Mr. SIMPSON: The entire board of directors?

Mr. RICHARDSON: Yes.

Mr. BELL (*Saint John-Albert*): Does the Department of Transport investigate the technical aspect of all this type of activity?

Mr. RICHARDSON: If we apply for a station anywhere we must make that application to the Department of Transport. We must supply a complete technical brief showing the channel, the height of the antenna and so on, and all these things have to go to the Department of Transport. If the thing is technically correct they refer it to the Board of Broadcast Governors.

Mr. BELL (*Saint John-Albert*): And they might express themselves in favour of one suggestion over another from a technological point of view.

Mr. RICHARDSON: I think they would only point out technical facts and not express an opinion.

The CHAIRMAN: Mr. McGrath is next, and then Mr. Fisher.

Mr. SIMPSON: I have a supplementary question. As you are well aware yourself, there have been many representations made in respect to the area I am in, in regard to servicing The Pas, Swan River, Flin Flon, and the Dauphin area on the way up to the northern part of Manitoba. There have been many representations made to the president of the C.B.C. and Mr. Bushnell, when he was acting president. To your knowledge, are the board of directors aware of the many representations which have been presented from this area?

Mr. RICHARDSON: Oh, I think so.

Mr. McGRATH: Well, Mr. Chairman, my question concerns the policy of the C.B.C. with regard to—

The CHAIRMAN: I do not think that we should expect our present witness to answer a question like that.

Mr. McGRATH: I feel that perhaps one of the committee of management should be able to answer it.

The CHAIRMAN: All right, proceed; ask your question.

Mr. McGRATH: My question is in regard to coverage in new areas, Mr. Chairman, areas that are presently unserved. Bearing in mind the concept of the national broadcasting system, which is a combination of C.B.C. and private stations, it seems to me that the policy of the corporation has changed somewhat in that now the corporation is competing with private enterprise in the few commercial areas that are left in Canada for the television franchise. I might say in all fairness that I asked this question of Mr. Bushnell earlier in the hearing; I also asked it of Dr. Stewart of the B.B.G. on June 22, and his answer is at page 483 of the evidence. My question is based on the economics of the C.B.C. and, of course, the fact that we are concerned with trying to save the taxpayer money. If a private organization will provide the service, as it now stands, if it is obliged to accept the network, why should the C.B.C. move in to compete?

Mr. LANDRY: I would say that this is really a matter for the board of directors to consider and that they should refer their conclusions to the B.B.G. I am afraid I cannot reply in detail as to the policy on this.

Mr. McGRATH: Well, could we have this question referred to your board and, perhaps, you could come back with an answer or statement later?

Mr. LANDRY: Yes.

The CHAIRMAN: By all means.

Mr. FISHER: I would like to ask Mr. McGrath whether he feels the taxpayer in a way is being paid money; it is all going to cost money.

Mr. McGRATH: I am not a witness, but I will answer it, if you like.

Mr. MUIR (*Lisgar*): I have a couple of questions. I am wondering what is the reason for changing Winnipeg from channel 4 to channel 3?

Mr. RICHARDSON: The reason was that all throughout the southern part of Manitoba, south of Winnipeg, all the southern area here, we received many letters and telephone calls complaining they could not pick up Winnipeg because of a station operating down here in North Dakota.

Mr. MUIR (*Lisgar*): Bismark?

Mr. RICHARDSON: No; Valley City. It was on the same channel. According to the international agreement the two stations were sufficiently separated geographically that they could operate on similar channels but they did not. The people were using outdoor antennae. They had them oriented to pick up Winnipeg but the back of them pointed toward Valley City and they got both signals.

Mr. MUIR (*Lisgar*): I live seven miles from Winnipeg and almost all the people in that area—

The CHAIRMAN: Where do you live?

Mr. MUIR (*Lisgar*): —have had to change their arials. Did that justify the change?

Mr. RICHARDSON: On the basis of the complaints we had, it certainly did.

Mr. MUIR (*Lisgar*): I understand the height of the tower in Winnipeg is confined by the proximity to the airport?

Mr. RICHARDSON: Yes.

Mr. MUIR (*Lisgar*): Do you have any plans for moving the tower so that you can raise it?

Mr. RICHARDSON: I think this will come up in our five-year plan in order to render a wider and more consistent service.

Mr. McGRATH: How much of the area across the prairies between the main network and the border would be covered by American stations? Is that pretty well filled in?

Mr. RICHARDSON: I rather doubt it. I do not know the exact distribution of the American stations along there. These, here, are fairly close to the border and would get some service. I do not think there would be too constant a service rendered up here.

Mr. MUIR (*Lisgar*): I wish to ask a question about the two communities of Prince George and Prince Rupert along the northern main line of the C.N.R. Has any consideration been given to establishing stations in those two communities?

Mr. RICHARDSON: They are under consideration. However, at the present meeting of the Board of Broadcast Governors, I believe there are three private applications being considered for Prince George.

Mr. FISHER: Have you heard anything or do you know anything of a policy which would enable the C.B.C. to share costs—perhaps to provide the service from year to year but have the communities themselves, or organizations within the communities, provide the capital outlay for the original facilities?

Mr. RICHARDSON: I have seen no such proposal put up to the corporation.

Mr. FISHER: Is it fair to ask whether or not it has been discussed within the organization?

Mr. RICHARDSON: Not to my knowledge.

The CHAIRMAN: Colonel Landry, have you anything to add?



Mr. LANDRY: No, I do not think we have received any such request.

Mr. FISHER: Is the station in Labrador a C.B.C. station?

Mr. RICHARDSON: This, again, is a station for which we provide a manager plus program material, but it is owned and operated by the armed forces of the United States.

Mr. FISHER: How would the population there compare with Flin Flon?

Mr. McGRATH: There would be no comparison.

Mr. FISHER: Flin Flon would be much larger?

Mr. McGRATH: Yes.

Mr. FISHER: Here you have worked out a paying operation.

Mr. RICHARDSON: These people here decided to build stations.

The CHAIRMAN: United States?

Mr. RICHARDSON: Yes; they were going to program them 100 per cent. I do not know who got into the act—the Department of External Affairs, the Department of Transport, or who—but the question came up that these were United States stations on Canadian soil and that something must be done. The compromise was they would be licensed in the name of the corporation. We would provide some of the programming and would license the station. It cost nothing so far as capital is concerned.

Mr. FISHER: If a community like Flin Flon was willing to do the same thing—I am not suggesting it is—would there be a possibility of sharing this as you are doing there?

Mr. RICHARDSON: It is a distinct possibility. I think, however, we would have to give it very serious consideration. From the engineering standpoint I see nothing wrong with it at the moment.

Mr. FISHER: Have you been checking on the recent experiments which were given much publicity over a year ago, which were made by the Westinghouse Corporation in Hamilton on the question of throwing a long-range television beam?

Mr. RICHARDSON: We keep up to date on all these things. The only one I have actually seen the concrete results of is the small link from Florida over to Havana. At the time I saw it, which was about a year or eighteen months ago, the picture received at both ends left quite a bit to be desired.

Mr. FISHER: Have you any indication which would lead you to believe that a similar development will open up any easy way of supplying long-distance transmission to places like Flin Flon?

Mr. RICHARDSON: Not at the moment. I do not say it will not come in the long run, but today I do not think we have it.

Mr. PRATT: In Montreal the television mast occupies the most desirable and practical location for telecasting purposes. I am wondering, if private licences are granted, whether or not the C.B.C. is prepared to share the location for a multi-antenna mast such as they have on the Empire State building in New York?

Mr. RICHARDSON: I do not know.

Mr. PRATT: Has the engineering department given consideration to the engineering factors involved?

Mr. RICHARDSON: Yes.

Mr. PRATT: They are prepared to do it from an engineering point of view?

Mr. RICHARDSON: There are certain difficulties. In Montreal we are limited in the height of the mast by civil aviation regulations. If you add antennae

you keep adding them lower down the mast, and if you have enough stations the last one may be in the cellar. This is one limitation. You could very easily say, "Why do you not build another mast beside it?" Then you have the difficulty of ghosts and reflections on the one tower off the other.

Mr. PRATT: The engineering department has considered this possibility?

Mr. RICHARDSON: Yes. If you have a mast here you can build another one within some limit.

The CHAIRMAN: Approximately how far apart?

Mr. RICHARDSON: They have to be between 75 feet and 250 or 300 feet. That is an estimate.

Mr. PRATT: Has the policy been considered by the hierarchy of the C.B.C. in respect of sharing?

Mr. LANDRY: I could not answer that question definitely. I do not know whether it was or was not discussed. I suppose it was done in the case of existing stations, but in respect of new stations, I am not aware of it.

Mr. PRATT: Would you seek this information and let the committee know?

Mr. LANDRY: Yes.

Mr. SIMPSON: What is the C.B.C.'s answer to the fact that in the province of Saskatchewan with a relatively equal population to Manitoba, they have practically three times as many miles of network television facilities in comparison to Manitoba. I believe in Manitoba they have around 330 miles of network facilities and in Saskatchewan they have 882 miles.

Mr. JENNINGS: This may be perfectly true because we were not particularly concerned with attempting to equalize miles of network with population by province. What we were concerned with was getting across the country with a micro-wave system and picking up centres of major population as we went. So it just happened that Winnipeg was the largest city in Manitoba, and Brandon was the next, so the thing went on the cheapest possible route.

Mr. SIMPSON: Flin Flon is third.

Mr. RICHARDSON: That may be true. At the beginning, when we ordered this network, no one envisaged there would be a television station at Swift Current, because the economy at that time simply indicated it was impossible.

In the same way, nobody thought of a privately owned station at Yorkton, and we had doubts about Prince Albert. We were figuring on Regina and Saskatoon. I can assure you there was no thought of discrimination, as of one province against another, or vice versa.

The CHAIRMAN: May we have your permission to have these tables of Mr. Richardson's printed in the record right after his remarks on it?

Agreed.

The CHAIRMAN: Any further questions of Mr. Richardson?

Mr. FISHER: Our terms of reference. Mr. Richardson, allow us to review, among other things, the development of the C.B.C., and to report from time to time our observations and opinions thereon.

In this whole question of extension of coverage to remote areas do you think it would be, or do you believe it would be of real assistance to you, in your particular function, if this committee could report or express an opinion, in some detail, about this extension of coverage; and with some suggestion of an appreciation of the cost factors and the population factors with which you are concerned?

Mr. RICHARDSON: Any help we can get, Mr. Fisher, we will welcome most heartily.



Mr. FISHER: Mr. Simpson and I will take a particular interest in this.

The CHAIRMAN: Mr. Taylor, this is on the extension of coverage?

Mr. TAYLOR: Yes.

Do you know how many companies operate in remote areas by way of a closed circuit system? Do you know how many companies in remote areas get their programs free of charge, like cutting in on C.B.C. television lines?

Mr. RICHARDSON: No one cuts in on C.B.C. lines.

Mr. TAYLOR: How about the one out in the interior of British Columbia, which operates a closed circuit system, but gets its programs from the C.B.C.,—probably improperly?

Mr. RICHARDSON: That is the first I have heard of that.

Mr. TAYLOR: Could you ask some of your associates? I think they know of that.

Mr. RICHARDSON (*Addressing his associates*): Has anyone here heard of the station—the community antenna system, I presume?

Mr. TAYLOR: Yes, a community antenna system.

Mr. RICHARDSON (*Again, to his associates*): In the interior of British Columbia, taking a feed off our lines? I do not think they can.

Mr. TAYLOR: It was written up in *Time* magazine that there was one company in the interior of British Columbia doing that.

Mr. GILMORE: Mr. Chairman, if there is such a tap or feed being taken from the micro-wave network I think that should definitely be drawn to the attention of the microwave network authorities, who are the Trans-Canada Telephone Company. We will be glad to look after that part of it, if the reference can be given to us. That is a very serious offence, actually.

The CHAIRMAN: Mr. Taylor, can you write the C.B.C. a personal letter on that?

Mr. TAYLOR: I already have.

There is one other question: if in the remote areas a closed circuit company was operating, would you provide film coverage to that company?

Mr. RICHARDSON: No, because, by and large, as I understand it, we only own broadcast rights in this material, and the instant you put it on a closed system, where somebody is charging so many dollars a home or receiver, that is no longer broadcasting. Maybe Mr. Gilmore could throw more light on it.

Mr. GILMORE: If I may expand a little, there are two questions involved: one is a constitutional question: being set up to provide a broadcasting service, and a definition of that word "broadcasting" comes very directly into focus here—whether that would be providing a broadcasting service, anyway. Secondly, there is the point that Mr. Richardson has mentioned, that of clearance with owners of the copyright of the material. That copyright is not only copyright in the property, the play, music, sketch, or whatever it is, but it is also clearance with organized labour on the subject.

These actually could possibly be overcome with special agreements for the sale of this material to a commercial house. That is the only way we see of doing it.

Mr. TAYLOR: Mr. Chairman, specifically, in Whitehorse the public there desire a television service. I understand the corporation does not plan to extend into that area for two or three years. The closed circuit company is there. Film has to come from American outlets only, so the Canadians in the area cannot get any Canadian film. Do you not feel you could overcome that problem at no expense to the taxpayers—and you might even derive a rental from the film?

Mr. GILMORE: Mr. Chairman, that is a commercial enterprise. I think, if I could comment, that the entrepreneur should look into that on the basis of what it would cost to provide Canadian film. There are other sources of Canadian film besides the C.B.C.

I think what is suggested here is C.B.C. programming, and my answer to the previous question should apply here.

Mr. TAYLOR: I do not want to labour this point too much, but the same thing might happen in other towns and cities in the north. Do you not feel you should encourage private enterprise, to some extent, in that area, when you do not plan to go in there yourself, and help them get Canadian material? If you do not help them they might go to American sources, which is what we do not want.

Mr. GILMORE: Mr. Chairman, this is not broadcasting.

The CHAIRMAN: I know.

Mr. GILMORE: We do not see it as our primary responsibility, sir.

Mr. PRATT: A supplementary question to that, Mr. Chairman.

The CHAIRMAN: Yes, Mr. Pratt.

Mr. PRATT: If this were distributed to private enterprise, which in turn would re-broadcast it, you would be willing and able to do that under your terms of reference?

Mr. GILMORE: We have provided, from 1953 onward, an average of 40 hours of programming a week to all private television stations in Canada by means of kine recordings, with no charge to them. In fact, about half of this was sponsored material, for which they were paid station time.

Mr. PRATT: I am not criticizing—

Mr. GILMORE: I am agreeing with you.

Mr. PRATT: You are agreeing with me?

Mr. RICHARDSON: Yes.

Mr. PRATT: That is fine.

Mr. TAYLOR: The Canadian forces—the air force and army—are at Whitehorse. Because of the fact the corporation cannot supply material for our Canadian forces in Canada they are being fed nothing but American films. I am trying to find out if you can overcome that problem.

The CHAIRMAN: Could we settle this by stating you will study it, Mr. Gilmore, or Colonel Landry?

Mr. GILMORE: There is a radio service being provided; and television will be provided under the normal planning of the corporation, in due course.

Mr. TAYLOR: What is "in due course", though?

Mr. FISHER: There is no reason why he should tell you any more than us. We want to know too.

Mr. SIMPSON: Has there been any application, at any time of which you know, by the United States armed forces to provide a television service in Fort Churchill?

Mr. RICHARDSON: Not to my knowledge.

Mr. SIMPSON: That would also provide a service for the people in the town of Churchill?

Mr. RICHARDSON: Yes.

Mr. SIMPSON: What would that involve? Supposing they wished to go ahead and construct a television station there, to provide a service for the armed forces, would that tie in with the broadcasting policy in Canada, or are you allowed to do that?



Mr. RICHARDSON: I am not an expert on these international matters, but I would assume, offhand, there would first be an approach from the State Department to the Department of External Affairs on such a matter—as there was with Harmon Field and Goose Bay; and from there the various Canadian authorities probably take it into consideration, the same as we did before, with the Department of Transport—and, probably, the Board of Broadcast Governors would get into it now.

Mr. McGRATH: Is there not a difference in the two situations? I think in the case of Harmon Field and Goose Bay the Americans have an actual lease.

Mr. RICHARDSON: Yes.

Mr. McGRATH: Whereas they would be pretty small detachments at Churchill.

Mr. RICHARDSON: I would not know.

Mr. SIMPSON: One further question on that. At the present time they are operating a radio station there, and I do not know whether that is under C.B.C. jurisdiction.

Mr. RICHARDSON: It will be very shortly.

Mr. SIMPSON: You mentioned that, but it is my understanding—and I have not been able to get the complete facts on this—but it is my understanding from people in the area that the United States authority was quite willing to put up a television service, but was refused permission.

Mr. RICHARDSON: It did not get to my level.

The CHAIRMAN: Now, we have been holding Item No. 1. Colonel Landry, who is going to answer questions on The Extension of Hours of Telecasting?

Mr. LANDRY: Mr. Gilmore will answer the questions.

The CHAIRMAN: Mr. Richardson, before you leave, on behalf of the committee, may I present an orchid to you. You were one of our better witnesses.

We will have these tables, which form part of Mr. Richardson's brief, placed on the record at this point.

#### CBC LOW POWER RELAY TRANSMITTERS

Location	Call Letters	Frequencies KC/S	Date in Operation
Revelstoke, B.C.	CBRA	860	October 22, 1940
North Bend, B.C.	CBRN	800	September, 11, 1942
Edmundston, N.B.	CBAM	1490	October 18, 1942
Fernie, B.C.	CBRF	750	December 14, 1942
Cranbrook, B.C.	CBRR	860	December 17, 1942
Kimberley, B.C.	CBRK	960	December 18, 1942
Creston, B.C.	CBRM	740	December 20, 1942
Sioux Lookout, Ont.	CBLS	1240	June 13, 1943
Quasqueton, B.C.	CBRQ	800	August 9, 1943
Prince George, B.C.	CBRG	860	August 10, 1943
Williams Lake, B.C.	CBRL	860	August 11, 1943
Nakina, Ont.	CBLN	1240	April 27, 1944
Hornepayne, Ont.	CBLH	1340	November 23, 1944
Dryden, Ont.	CBLD	1400	April 24, 1948
Ashcroft, B.C.	CBET	860	May 16, 1948
Princeston, B.C.	CBRP	860	May 18, 1948
Field, B.C.	CBRD	860	December 2, 1948
Foleyet, Ont.	CBLF	1450	May 25, 1949
White River, Ont.	CBLW	1240	April 3, 1951
Marathon, Ont.	CBLM	1490	April 4, 1951
Schreiber, Ont.	CBLB	1340	April 6, 1951
Smithers, B.C.	CBRS	860	April 16, 1951
Atkascan, Ont.	CBLA	1490	June 29, 1951
Barr's Lake, B.C.	CBRE	860	September 11, 1951
Hazelton, B.C.	CBRH	1110	September 14, 1951
Terrace, B.C.	CBEC	860	September 19, 1951
Vanderhoof, B.C.	CBRV	860	September 9, 1951

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CBC LOW POWER RELAY TRANSMITTERS—*Cont.*

Location	Call Letters	Frequencies (KC/S)	Date in Operation
Longlac, Ontario	CBLL	1400	July 23, 1953
Gerrinton, Ontario	CBLG	730	July 25, 1953
Beardmore, Ontario	CBLE	1240	July 25, 1953
Red Rock, Ontario	CBLR	1010	July 25, 1953
Megantic, Que.	CBFB	990	September 26, 1953 (French)
McBride, B.C.	CBXM	860	August 28, 1953
Lytton, B.C.	CBRE	1080	October 22, 1953
Chapleau, Ont.	CBLC	1090	September 23, 1953
Jasper, Alta.	CBXJ	860	November 20, 1953
Jamestown, Ont.	CBLJ	540	December 18, 1953
Golden, B.C.	CBXE	730	February 11, 1954
Salmon Arm, B.C.	CBUC	740	April 9, 1954
Grand Forks, B.C.	CBRJ	860	April 23, 1954
Greenwood, B.C.	CBRO	730	April 25, 1954
Banff, Alta.	CBXB	860	April 26, 1954
Coleman, Alta.	CBXC	1450	August 14, 1954
Blainmore, Alta.	CBXL	860	August 14, 1954
Natal, B.C.	CBXN	1490	August 17, 1954
Oliver, B.C.	CBUA	730	September 15, 1954
Osoyoos, B.C.	CBUB	900	September 17, 1954
Ocean Falls, B.C.	CBUF	860	October 4, 1954
Castlegar, B.C.	CBUD	1080	November 12, 1954
Kaslo, B.C.	CBUG	860	November 16, 1954
Hope, B.C.	CBUE	860	December 21, 1954
Kinamat, B.C.	CBUK	740	February 19, 1955
Gaspé, Que.	CBFG	1420	April 16, 1955 (French)
Grand Falls, N.B.	CBAB	1350	May 2, 1955
Edson, Alta.	CBXD	1110	November 8, 1958
Chase, B.C.	CBUH	860	November 26, 1958
Espanola, B.C.	CBLP	1240	January 12, 1959
Mattawa, Ont.	CBLO	1240	January 13, 1959
Kirkland Lake, Ont.	CBLK	1450	February 2, 1959 (French)
Latchford, Ont.	CBLO	540	February 3, 1959
Smooth Rock Falls, Ont.	CBLU	540	April 1, 1959 (French)
Under Construction			
Plaster Rock, N.B.		990	Spring, 1959
Deep River, Ont.		540	Spring, 1959
Barrington, N.S.		540	October, 1959
Slocan City, B.C.		860	October, 1959
New Denver-Roseberry, B.C.		740	October, 1959
Lillooet, B.C.		860	October, 1959



## CANADIAN TELEVISION STATIONS

Call	Location	Established	Call	Location	Established
CBFT	Montreal	1952	CFEA-TV	Goose Bay	1956
CBLT	Toronto	1952	CFCL-TV	Timmins	1956
CBOT	Ottawa	1953	CFCY-TV	Charlottetown	1956
CBUT	Vancouver	1953	CHEK-TV	Victoria	1956
CFPL-TV	London	1953	CHLT-TV	Sherbrooke	1956
CKSO-TV	Sudbury	1953			
CBHT	Halifax	1954	CFSN-TV	Stephenville	1957
CBMT	Montreal	1954	CFGR-TV	Kamloops	1957
CBWT	Winnipeg	1954	CHAT-TV	Medicine Hat	1957
CFCJ-TV	Port Arthur	1954	CHBC-TV	Kelowna	1957
CFQM-TV	Quebec	1954	CHBC-TV-1	Penticton	1947
CFQC-TV	Saskatoon	1954	CHBC-TV-2	Vernon	1957
CFRN-TV	Edmonton	1954	CHCA-TV	Red Deer	1957
CHCH-TV	Hamilton	1954	CJFB-TV	Swift Current	1957
CHCT-TV	Calgary	1954	CJOX-TV	Argonia	1957
CHSJ-TV	St. John	1954	CKMI-TV	Quebec	1957
CJBR-TV	Rimouski	1954	CKRN-TV	Rouyn	1957
CJCB-TV	Sedney	1954	CKSO-TV-1	Elliot Lake	1957
CJIC-TV	Sault Ste. Marie	1954			
CKCK-TV	Regina	1954	CBHT-1	Liverpool	1958
CKCO-TV	Kitchener	1954	CBHT-2	Shelburne	1958
CKCW-TV	Moncton	1954	CBHT-3	Yarmouth	1958
CKLW-TV	Windsor	1954	CFCL-TV-1	Kapuskasing	1958
CKWS-TV	Kingston	1954	CFCL-TV-2	Elk Lake	1958
			CJES-TV-1	Estcourt	1958
CBOTF	Ottawa	1955	CKBI-TV	Prince Albert	1958
CHEX-TV	Peterborough	1955	CKBL-TV	Matane	1958
CJLH-TV	Lethbridge	1955	CKOS-TV	Yorkton	1958
CJON-TV	St. John's	1955	CKTM-TV	Three Rivers	1958
CKGN-TV	North Bay	1955	CJDC-TV	Dawson Creek	1959
CKRS-TV	Jonquiere	1955			
CKNX-TV	Wingham	1955			
CKVR-TV	Barrie	1955			
CKXV-TV	Brandon	1955			

STATIONS RECOMMENDED OR AUTHORIZED  
BUT NOT YET IN OPERATION

Call	Location	Call	Location
CJVC-TV	Clermont Corner Brook Cornwall Inverness Kenora Moncton	CHAB-TV	Moose Jaw
		CHAU-TV	New Carlisle Princeton St. Boniface Trail

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## TV STATIONS—DATES CONNECTED TO NETWORK

Call	Location	Date on Network	Call	Location	Date on Network
CBLT	Toronto	Jan. 19, 1953	CFQC-TV	Saskatoon	June 16, 1957
CBFT	Montreal	May 14, 1953	CJBR-TV	Rimouski	Aug. 7, 1957
CBOT	Ottawa	May 14, 1953	CKRS-TV	Jonquiere	Oct. 28, 1957
CFPL-TV	London	Jan. 1, 1954	CHCT-TV	Calgary	Nov. 24, 1957
CBMT	Montreal	Jan. 10, 1954	CFRM-TV	Edmonton	Nov. 24, 1957
CKCO-TV	Kitchener	Mar. 1, 1954	CJLH-TV	Lethbridge	Nov. 24, 1957
CHCH-TV	Hamilton	June 1, 1954	CHAT-TV	Medicine Hat	Nov. 24, 1957
CFCM-TV	Quebec	July 17, 1954	*CFY-TV	Charlottetown	Nov. 30, 1957 (to CBHU)
CKLW-TV	Windsor	Sept. 4, 1954	CKTM-TV	Three Rivers	Apr. 15, 1958
CKWS-TV	Kingston	Dec. 9, 1954	CHCA-TV	Red Deer	Apr. 16, 1958 (Temp) Oct. 1959 (Perm)
CHEX-TV	Peterborough	Apr. 1, 1955	CHCT-TV	S. S. Marie	June 1, 1958
CBOFT	Ottawa	June 24, 1955	CBUT	Vancouver	July 1, 1958
CKVR-TV	Barrie	Sept. 28, 1955	CJFB-TV	Swift Current	Oct. 1, 1958
CKNX-TV	Wingham	Nov. 18, 1955 (Temp) Aug. 10, 1956 (Perm)	CKBL-TV	Matane (Fr.)	Nov. 15, 1958
CHLT-TV	Sherbrooke	Aug. 12, 1956	CKBL-TV	Prince Albert	Feb. 8, 1959
CKGN-TV	North Bay	Sept. 30, 1956	CKRN-TV	Rouyn	Mar. 21, 1959
CKSO-TV	Sudbury	Sept. 30, 1956 (Temp) Mar. 30, 1957 (Perm)	CJON-TV	St. John's	June 15, 1959
CFUJ-TV	Port Arthur	Sept. 30, 1956	CFSN-TV	Harmon Field	June 15, 1959
CBWT	Winnipeg	Sept. 30, 1956		Corner Brook	June 15, 1959
*CHSJ-TV	Saint John	Dec. 2, 1956 (to CBHT)		Moose Jaw	Aug. 16, 1959
*CKCW-TV	Moncton	Dec. 2, 1956 (to CBHT)	CHBC-TV	Kelowna	Sept. 1959
*CJCB-TV	Sydney	Dec. 2, 1956 (to CBHT)	CFRT-TV	Kamloops	Sept. 1959
CBHT	Halifax	Dec. 2, 1956	CKOS-TV	Yorkton	Dec. 1959
CHEK-TV	Victoria	Dec. 17, 1956 (to CBUT) (To Cross-Canada Network July 1, 1958)		New Carlisle	1960
CKML-TV	Quebec (Eng.)	Mar. 17, 1957		Moncton (Fr.)	1960
CFCL-TV	Timmins	Apr. 21, 1957		Kenora	Late 59 or Early 60
CKX-TV	Brandon	Apr. 28, 1957		Trail	Late 59 or Early 60
CKCK-TV	Regina	Apr. 28, 1957			

\*English network connection between Montreal and the Maritimes went into operation Feb. 2, 58.

Mr. FISHER: Before you go, Mr. Richardson, can you foresee within the next five years that private entrepreneurs are really going to get into this field of providing television coverage in remote or hinterland areas?

Mr. RICHARDSON: That is a matter of opinion. I believe that past events have spoken somewhat in favour of it by the fact that some satellites have been established in some remote areas such as Elliot Lake, Kapuskasing, Pen-ticton, Elk Lake and Vernon.

Mr. TAYLOR: Do you not feel that you should give a type of assistance to these private companies, with the reservation of course that if the C.B.C. ever intends to enter that area, it would have the first rights?

The CHAIRMAN: That is Corporation policy. Please ask your question of Colonel Landry. Go on, through me.

Mr. TAYLOR: Well, Mr. Chairman, it is the same question. Do you not feel that you should give every effort to help those small companies operating in the northern areas in order that they provide service which is desirable in these television areas, with the reservation at all times that the C.B.C., if they do enter that area, would have priority; but as long as you are not in there, you will give every assistance; but when you do enter the area the private companies would have to do as you see fit?

Mr. LANDRY: Yes, Mr. Gilmore will answer your question.



Mr. GILMORE: It would be about the same thing as to ask us to supply C.B.C. programs to all small theatres throughout that area. It would amount to the same thing. We would certainly provide encouragement, provided we could get the clearance.

The CHAIRMAN: Thank you.

Mr. TAYLOR: I understand that if you are outside of Canada you can buy film or rent; but if you are a Canadian company operating in Canada, you cannot get them.

Mr. GILMORE: Only if you are a broadcasting organization outside of Canada.

Mr. SIMPSON: My final question is directed to Mr. Richardson: to your knowledge, speaking especially of the area in which you know I am interested and which already has a micro-wave system set up, how long do you think it would take, after decision was made to service that area, to secure the equipment? Is this equipment available? Is it being manufactured fairly quickly, or is it a long term process to have the equipment manufactured to equip these towers?

Mr. RICHARDSON: This is a network micro-wave system?

Mr. SIMPSON: Yes.

Mr. RICHARDSON: As I understand it the micro-wave system that runs into the area which you are describing is made for voice, telegraph, and such types of communication only. It is entirely different to the type of equipment which you would have to have to carry television programming. So what would have to be done, I think, would be to acquire a complete set of equipment. Whether or not their present buildings could accommodate the equipment, whether their towers would support the necessary antenna to beam these things from tower to tower, frankly, I do not know. All I can say is that the extensions of networks which have been authorized and ordered in the last two or three years have taken anywhere from 18 to 24 months to construct.

Mr. SIMPSON: Is it reasonable to assume that these towers could carry that equipment? I ask that because the Manitoba telephone system has already arrived at a rental cost which they would require for them; so it must be reasonable to assume that the towers could carry the equipment.

Mr. RICHARDSON: I do not know.

Mr. PRATT: May I ask a supplementary question to Mr. Taylor's question of Mr. Gilmore? Is there at the present time any understanding with the performers union to break or to destroy recorded material in a case where future broadcasting is suggested?

Mr. GILMORE: We can only produce one performance. That is a restriction of the agreement.

Mr. PRATT: Are these recordings destroyed?

Mr. GILMORE: They are certainly destroyed, and the actual film prints are destroyed.

Mr. PRATT: Do you not keep kines for your records.

Mr. GILMORE: We have a policy of keeping negatives, but it varies with the material. In the case of important broadcasts we keep them indefinitely.

Mr. PRATT: Does this apply to video tape?

Mr. GILMORE: We have not established a policy in respect to video tape because we have not yet got the complete data on what it would cost us to store them.

The CHAIRMAN: Thank you. May we now refer to item H-1 extension of hours of telecasting?

Mr. McGRATH: We have finished the other items under item H?

The CHAIRMAN: No.

Mr. McGRATH: What is left under H?

The CHAIRMAN: Items number 3 and 4. Do you have a short statement, Mr. Gilmore?

Mr. GILMORE: No.

The CHAIRMAN: Are there any questions under extension of hours of telecasting?

Mr. KUCHEREPA: Why can we not have an extension of hours of television broadcasting in the large metropolitan area?

Mr. GILMORE: The extension of hours of television for the C.B.C. network was planned two or three years ago now, as outlined in appendix 12 of the Fowler commission report; and this is the program we are following. This brings the television network back to about 1962 or 1963. We are presently in the process of up-dating this forecast for the current 5 years forecast which is due on November 10 under the new Broadcasting Act. I cannot say at this date whether that will be altered or not.

Mr. PRATT: Might there not be some consideration given to reducing the number of hours of television broadcasting in the interests of making better programs at less cost to the public?

Mr. FISHER: Or of extending television services?

Mr. GILMORE: I would not be in a position to comment on that.

Mr. PRATT: Has any consideration been given to it?

Mr. GILMORE: The consideration given was that the Fowler Commission took thought of our development, and the corporation at that time took the position that if it was reasonable to have a balanced service of recorded radio and television programs it was also reasonable to provide live service throughout the network when such television service was available, particularly from across the border.

Mr. PRATT: In a place like Montreal where a tremendous amount of space has to be filled in by television broadcasting, where they not only use their first, second, and third grade performers, but where they are down to fourth, fifth, and sixth grade performers in order to fill these hours which are not always necessary, it seems to me—

The CHAIRMAN: Is that a personal opinion?

Mr. PRATT: Yes, I am expressing a personal opinion. I am sorry. I shall desist.

Mr. FISHER: Come out of retirement, John.

Mr. PRATT: Thank you.

Mr. TAYLOR: You will get used to it.

The CHAIRMAN: I was wondering about private enterprise. Getting right down to cases, CFPL of London found it necessary to compete, I imagine, with Cleveland and Detroit. They extended their hours by starting two hours earlier in the morning.

Mr. GILMORE: Yes.

The CHAIRMAN: There is no way of knowing whether or not they are losing money on this, but I feel sure they are not losing very much money if any, because they are selling sufficient commercials to pay for the film or whatever they may run at that time. But could not an extension of hours be made in some areas in your larger centres at no cost to the C.B.C.?



Mr. GILMORE: You are dealing now with local service, and we would hope that any extension we would make in local service would pay for itself. I might add, in comment on the CFPL statement, that the private affiliated stations would like our network to extend, in order to aid them in their local extension.

The CHAIRMAN: I would understand that.

Mr. TREMBLAY (*Interpretation*): Well, Mr. Chairman, I would like to put three questions to Mr. Gilmore. First, what is the aim which the C.B.C. would be seeking in increasing the number of hours of television broadcasts? The second question: this aim pursued by the C.B.C., does it meet requirements put forth by the public and specific requests in that connection? And my third question is: does the C.B.C. undertake, in cooperation with educational, cultural, social and other bodies—does it undertake to make a study of this problem, based on family problems?

Mr. GILMORE: On the first question—and I will couple it with the second; they are both pretty much the same—why are we increasing, and does it meet the need: any of the surveys which have been made on this subject indicate that there is a very definite television audience for any television service in the afternoon and noon hours. In the case of the noon hours, our production planning—Mr. Jennings, I think, can substantiate this—was to possibly go into the rural field around noon and complement our radio farm broadcast.

In the case of the effect on families, or family studies, I know nothing of any particular family statements—statements by psychologists or social studies of this nature. I do know one thing, however; that we have had on the English network—and, as Mr. Ouimet and Mr. Jennings mentioned previously, we have complied with it by experimental telecasting—considerable pressure to develop some school television in the English language network service.

The CHAIRMAN: Are there any further questions on Item "1"? Shall we go to "3", Colour Television?

Agreed.

The CHAIRMAN: Who will be our witness on that, Mr. Landry?

Mr. LANDRY: Mr. Gilmore and Mr. Richardson.

Mr. KUCHEREPA: What are the prospects of colour television?

Mr. GILMORE: In forecasting the costs of colour television, extensive investigations were made, mainly at the National Broadcasting Company in the United States—where colour is being produced pretty widely—and it was found that on the actual programming costs—that is, the costs of producing a program—there was a differential of approximately 25 per cent between colour and black and white, to the extent that colour is more expensive by approximately 25 per cent.

Mr. McGRATH: Is it also not a fact, Mr. Gilmore, that the large networks in the United States—N.B.C. in particular—are not too happy with their experiments with colour television, because of the very factor you mentioned, the cost factor, and the factor of producing special receivers; and would this also be a very definite prohibitive factor to introducing colour television in Canada?

Mr. GILMORE: Mr. Chairman, Mr. McGrath: the situation is a little different in that the public has not bought colour receivers to the extent that was forecast by electronics economists some three years ago. Had the public in the United States bought colour television receivers in volume, I think they would be pretty happy with it, because they were geared up to supply a service just about now—a full network service. But there are a little more

than 300,000 colour television sets which have been sold in the United States in the four odd years since colour became a real reality on network transmission.

Three hundred thousand colour sets compares with approximately 45 million sets in black and white in the United States—and I think thereby hangs the tale of the slowness of development.

Mr. PRATT: Supplemental of that question: was this the R.C.A.—was this the compatible system?

Mr. GILMORE: Yes, the compatible system.

The CHAIRMAN: Have you any idea how many colour sets are in Canada right now?

Mr. GILMORE: There is no count available on that.

Mr. TAYLOR: What will it cost, including sales tax, to convert to colour television? Would you have to buy a complete, new set in Canada?

Mr. GILMORE: It requires a complete, new set, and on the last estimate it was something of the order of \$1,000, or slightly under. Mr. Richardson may want to correct this.

Mr. PRATT: That was the Canadian price?

Mr. RICHARDSON: There is no change in that. A reasonably good set would, I think, probably cost you pretty close to \$1,200 or \$1,500.

The CHAIRMAN: We have a few in London, John: I do not know whether you have them in Vancouver.

Mr. TAYLOR: Yes; it comes in from the Seattle station.

Mr. GILMORE: There is no question about it, in the view of the corporation, and I would like to quote our president in this regard—Mr. Alphonse Ouimet—colour television is the logical development of the television system as we now have it. It is a beautiful thing to behold, a properly produced coloured television program.

Mr. TAYLOR: If it is going to cost 25 per cent more, the future will be that the taxpayer will have just that much greater burden.

The CHAIRMAN: Are there any further questions on colour television?

Mr. TAYLOR: When can we expect colour television?

An HON. MEMBER: Twenty-five years!

Mr. GILMORE: We will have to replot our whole course of development. We had hoped to have started some network colour broadcasting earlier than now based on the forecasts of the United States economists. It has not materialized, and I certainly do not think we would be very wise in fixing a firm date to it at this time.

Mr. McGRATH: I have one supplementary question to the observation of Mr. Gilmore. Can we conclude from your answer that the corporation has had experimental telecasts in colour?

Mr. GILMORE: No, we have no equipment for experimental telecasts in colour. Mr. Richardson and myself have watched the developments in the United States very closely.

The CHAIRMAN: Is there any reason why not? Or possibly Mr. Richardson could answer this question. Again, I go back to CFPL television: all they have to do is put on a switch, as you know, and they can show colour film. Is there any reason why C.B.C. would not want CFPL to turn that switch?

Mr. RICHARDSON: No reason, that I know of.

The CHAIRMAN: Who would not want them to?



Mr. RICHARDSON: As I understand it, there is a government policy—I have got this from the Department of Transport: again, I perhaps should not be speaking to it—that the colour position will be reassessed in the future, and present licences are for monochrome only.

The CHAIRMAN: Thank you very much. We are on Item "4" of "H", policy of C.B.C. re potential competition. Colonel Landry.

Mr. LANDRY: Mr. Chairman, this is a matter which we assume applies to the licensing of second stations in television in Canadian Broadcasting Corporation service areas. As we are all aware, this is a hypothetical situation as of this date, which however may become a practical reality in terms of the not-too-distant future.

As to the date at which this may or may not occur, this is a matter strictly for the B.B.C. and the government. In so far as the policy regarding the Canadian Broadcasting Corporation's approach to the situation is concerned, this is a matter for the consideration of our board of directors and the direction from that point to our management.

There are many problems which will have to be studied at that time and which depend upon the timing, whatever restrictions are placed on the potential of hypothetical competition, et cetera. This is about all the Canadian Broadcasting Corporation can say on this subject at this particular time. I hope you will excuse us from further statements or discussion in view of the obscurity of the situation and the many complex factors which could bear on any determination of policy by our board.

The CHAIRMAN: Still, you would not mind a few questions on it?

Mr. LANDRY: If we can answer, we will.

The CHAIRMAN: Within those limitations?

Mr. LANDRY: Yes.

Mr. McGRATH: Document 3(a), which was distributed yesterday, respecting the commercial staff across Canada and, further to that, bearing in mind the fact that there are areas in Canada today where the C.B.C. must compete, could we not include that item with this question?

The CHAIRMAN: 3(a) of yesterday?

Mr. LANDRY: "Commercial organization".

Mr. McGRATH: Yes. So far as I can see it has a definite bearing on it.

Mr. LANDRY: Possibly so. Mr. Johnson is not here and, I suppose, he is the one who could deal with this. Could you answer that question, Mr. Carter?

The CHAIRMAN: Mr. Carter is with personnel; if you have a question on that it will be all right, if it is tied in with H.4.

Mr. McGRATH: Yes, this is a tie-in and it has to do with competition. It concerns this chart, here. I hope I am understanding this, but I would like to know why it is that in the two key competitive areas of Windsor and Vancouver there are only one and eleven respectively on the commercial staff, as opposed to—and these are not a fair comparison, because Montreal and Toronto are key network centres—as opposed to seven for Halifax and seven for Ottawa which, in terms of advertising, would not be as competitive as border areas of Windsor and Vancouver.

Mr. LANDRY: I would say in regard to Windsor that possibly the situation is that the commercial representative there reports to Toronto. However, I would like Mr. Carter, who is the director of personnel to answer that question.

Mr. Marcel CARTER (*Controller of Management Planning and Development*): In regard to Windsor, it is a local operation, connected solely with

radio. We do not operate a television station in Windsor and, therefore, we would not require any sales representative in that area for television. In addition to the local commercial operations, Toronto and Montreal are the two network centres and, therefore, the staff there are not solely sales staff. You have the auxiliary clerical staff and sales service branches that go with it. They deal with the national advertising agencies and are mostly concentrated at these two locations.

Mr. McGRATH: Yes, I understand: I should not have mentioned those. I caught myself and instead used as an analysis Halifax and Ottawa.

Mr. CARTER: Well, in comparing Halifax and Ottawa with Vancouver, there is a slight difference because in Vancouver you have some advertising agencies that do national business and we have to work with those. So there is a small difference between Halifax and Ottawa and Vancouver; Vancouver is not limited strictly to local.

Mr. McGRATH: Well, I would like to make an observation at this point and I would like you to comment on it, if you will. These figures indicate to me that there does not seem to be an awareness of the importance of the local advertising dollar. For instance, in the city of Windsor, which is a large competitive city on the border, there is only one commercial man selling radio in that area, and the same applies to Vancouver where you have C.B.C. television and radio. My question would be this: does the C.B.C. have any intention of stepping up their programming in regard to going after the local advertising dollar? I ask this question because there is a lot of revenue here.

Mr. CARTER: You are now getting out of the personnel area.

Mr. LANDRY: It is a question of policy.

Mr. CARTER: In regard to radio network operations and our local operations, we have definite policies that have been given to us by the former board of governors and board of directors. I am sure the board of directors will review that question. However, so far, we have not gone heavily into local business in areas where there were private stations operating. We have not gone too far in trying to take over their market, which was recognized as their market.

Mr. McGRATH: That raises a very important question at this point, so far as I can see, and it is this: with the change in the set-up, who is going to answer questions from time to time, as we proceed, with respect to policy? To my mind, this is very important.

Mr. LANDRY: I would suggest that Mr. Jennings answer this question.

Mr. JENNINGS: Especially in the field of radio—and I do not know whether or not we have tabled the figures as well in another item on the agenda, about the increase in commercial returns—but you will see there where the figures have increased after a drop in radio; and although we do not present in that return the figures we have so far for 1959, I have been told by Mr. Henderson that we show a great step-up. This does reflect, particularly in radio, the increased effort to get the advertising dollar, particularly in local operations.

You will see from the figures that the network return from advertising, in regard to radio, has gone down, but the figures reflect very clearly the new attempt on the part of radio to increase our commercial income by the use of new formats, which are almost completely in the spot field, or in programs like the Happy Gang, where we have shared sponsorship.

Mr. McGRATH: Surely there would be a lot of spot advertising business in the Windsor market and surely one man could not possibly adequately cover that market.



The CHAIRMAN: It has been the C.B.C. policy not to pursue that too strongly—I mean the selling of spots; but they anticipate a change.

Mr. JENNINGS: I cannot answer you now, but I will speak to our commercial representative to find out what the situation is, because the kind of programming we are doing is a sort of semi-network, semi-local programming in radio.

Mr. McGRATH: You can see my point. Another example is St. John's; it has a very much smaller market than Windsor, but has two men. I realize that is the centre of a regional network, but even taking in the whole regional network it would still be in terms smaller than Windsor.

Mr. JENNINGS: Mr. McGrath, let me get a better answer for you.

Mr. FISHER: When we had the case of competition being introduced in the question of the relationships between Trans-Canada Air Lines and C.P.A., there were public hearings by the Air Transport Board. Does the C.B.C. foresee that it will present its case, in so far as its relationship to competition, and its arguments, regarding restrictions on competition to the board of broadcast governors at public hearings?

Mr. LANDRY: I presume that is also a matter of policy. I have no doubt the board must be apprised of it, and it is up to them to decide. I cannot tell you the answer now. I have taken on my job just recently and have not had occasion to study all these matters. Perhaps Mr. Gilmore could comment further on that.

Mr. GILMORE: I would expect that in advising management we would advise that we should be heard on the effects on us of competition.

The CHAIRMAN: Did you have a question, Mr. Taylor?

Mr. TAYLOR: Yes; I have an observation and then a question.

The CHAIRMAN: Would you keep your observation to a minimum; it is getting late.

Mr. TAYLOR: Apparently in the Vancouver area the C.B.C. radio has about 5 per cent of the market and in television, according to some surveys, 80 per cent of the markets across the border. There are large audiences listening mostly to American stations, and also upwards of two millions of dollars going over to American stations for advertising. That is an alarming situation. What is the board of governors doing to try to combat that situation?

Mr. McGRATH: You mean the board of directors.

Mr. TAYLOR: Or the board of directors. What are they doing to combat that situation in Canada's third largest city?

Mr. LANDRY: Mr. Jennings, would you answer that question.

Mr. JENNINGS: I have heard a lot of it is brewery advertising.

Mr. TAYLOR: There is Nelson's laundry and a lot of other large companies. I understand they have twenty-one salesmen at Bellingham and we have eleven. We have everything our way in Vancouver and yet Canadians are listening to Bellingham and Seattle to an alarming extent. Do you feel that at some time we may have to give way on amateur talent and provide more American shows in order to hold or to recover the audience in Canada. Actually, we have lost the audience.

Mr. JENNINGS: I am not in a position to say. The C.B.C. operates its programming under certain clearly laid down mandates as to what kind of service it should lay out. These mandates place a certain handicap on us in going out and attempting to sell spot advertising. We are under a handicap.

Mr. TAYLOR: That is the key to the whole thing.

Mr. JENNINGS: Of course, we recognize it. We are, however, still carrying out a very clearcut mandate laid down and given to us which has been restated over a great many years. There are also certain policies in respect of advertising. We are restricted in things like depilatories and that sort of thing, which some American stations are not.

The CHAIRMAN: Our food and drug limitations are different?

Mr. JENNINGS: Yes. I would say we are attempting to step up to quite an aggressive degree our attempts to capture advertising. I believe we are doing this in the sense of creating local retail rates. We are also trying more clearly to identify the network operation with our own stations.

The CHAIRMAN: May we leave it with the understanding that you will have another good look at it.

Mr. JENNINGS: We will indeed.

Mr. GILMORE: May I challenge the figure of 20 per cent. I have seen a number of surveys. Our officers see them monthly. I can only speak from memory although our audience research would have a detailed study. From memory, CBUT in Vancouver gets 60 per cent during many periods and at others drops to 40 or 30. I think it is rare when it goes down to 30.

Mr. TAYLOR: I do not want to enter into an argument on that point, but—

The CHAIRMAN: These are facts we can obtain.

Mr. TAYLOR: If the C.B.C., in the near future, is convinced that is the case and if we introduce two further private stations into the Vancouver area with the result that the C.B.C. ends up with 10 per cent of the market, what will they try to do about that situation in order to survive?

The CHAIRMAN: They have stated they will have another good look at it first.

Mr. FISHER: Are there any other areas aside from the Vancouver area where you have a tremendous amount of competition which indicates American programs are much more popular with the Canadian people?

Mr. GILMORE: There is a swinging audience. I think Mr. Jennings would substantiate this. It depends on the program period. In Vancouver and in Toronto you have five channels coming in. You are dividing the audience between four other stations.

Mr. FLYNN: I move we adjourn.

The CHAIRMAN: We will adjourn until tomorrow morning at 9:30. We will go on to that part of the programming concerning controversial and political broadcasting. We have finished H. 1, 2, 3 and 4.



THE FOLLOWING IS THE TEXT OF THAT PART OF THE  
COMMITTEE'S PROCEEDINGS CONDUCTED IN  
THE FRENCH LANGUAGE

ON TROUVERA CI-DESSOUS LE TEXTE DE LA PARTIE DES DÉLIBÉRATIONS  
DU COMITÉ QUI S'EST DÉROULÉE EN FRANÇAIS

LE COMITÉ DE LA RADIODIFFUSION

(Page 703)

M. TREMBLAY: Je voudrais faire remarquer que je n'ai aucune sorte de partie liée avec mon collègue de Lapointe et si, hier après-midi, il m'est arrivé de m'amuser au comité de la radio, c'est plutôt des réponses que j'avais reçues... C'est une sorte de retour dans le passé des réponses que j'avais reçues qui me faisaient m'amuser.

\* \* \*

(Page 712)

M. TREMBLAY: Pouvez-vous me dire si les régions de Chapais ou de Chibougamau, dans la province de Québec, se trouvent dans le rayon du poste CBJ?

\* \* \*

(Page 716)

M. FORTIN: Monsieur le président, j'ai deux questions à poser. La première est la suivante: Est-ce que la Société se propose d'établir un poste de télévision française à Saint-Boniface? Et la deuxième question: Est-ce qu'il est exact qu'à Winnipeg il y ait deux canaux de disponibles à la télévision, l'un important, l'autre secondaire, et qu'une demande aurait été faite par la population française du Manitoba pour obtenir le canal le plus important et que, après que la permission leur eût été officiellement donnée, on serait sur le point de revenir sur cette décision et de leur donner le canal le moins important?

\* \* \*

M. FORTIN: Une question supplémentaire: Est-ce que vous auriez une idée de la date à laquelle ce poste pourrait être mis en service?

\* \* \*

(Page 733)

M. TREMBLAY: Monsieur le président, j'ai trois questions à poser à M. Gilmore. Voici la première: Quel est le but que poursuivrait la société Radio-Canada en augmentant le nombre d'heures d'émissions à la télévision? Deuxièmement: est-ce que cette fin que poursuit la Société répond à des demandes, à un besoin public et à des demandes bien précises qui ont été faites dans ce sens-là? Troisièmement, est-ce que la société Radio-Canada a entrepris, en collaboration avec des organismes d'éducation et différentes sociétés, différents organismes d'ordre culturel et social, etc., est-ce que la Société a entrepris une étude de ce problème en fonction des problèmes de la famille?

## CANADIAN BROADCASTING CORPORATION

## STAFF BY LOCATION

March 31, 1959

Headquarters, Ottawa	393	
Engineering Headquarters, Montreal	208	
		601
<b>NEWFOUNDLAND REGION</b>		
St. John's Studios and Transmitter	60	
Corner Brook	9	
Gander	6	
Grand Falls	8	
Stephenville—Television	1	
Goose Bay—Television	1	
		85
<b>MARITIME REGION</b>		
Halifax Studios and TV Transmitter	326	
Sydney Studios and Transmitter	14	
Moncton Studios and Transmitter	22	
Sackville CBA Transmitter	12	
		374
<b>QUEBEC REGION</b>		
Montreal Offices and Studios	2,297	
TV Transmitter, Montreal	10	
Vercheres Transmitter	7	
Mariville Transmitter	6	
Quebec Studios and Transmitter	25	
Chicoutimi Studios	13	
Chicoutimi Transmitter	5	
		2,333
<b>ONTARIO REGION</b>		
Toronto Studios and Transmitter	2,316	
Hornby Transmitter	9	
Windsor Studios and Transmitter	21	
Ottawa Studios and Transmitter	221	
Shortwave Receiving Station	4	
		2,571
<b>PRAIRIE REGION</b>		
Winnipeg Studios and TV Transmitter	381	
Carman Transmitter	6	
Regina Studios	16	
Watrous Transmitter	7	
Edmonton Studios	19	
Lacombe Transmitter	6	
Calgary Delay Centre	29	
		464
<b>B.C. REGION</b>		
Vancouver Studios and Radio Transmitter	403	
Television Transmitter	10	
Prince Rupert—Studios and Transmitter	12	
		425
<b>INTERNATIONAL SERVICE</b>		
Montreal Offices	153	
Sackville Transmitter	14	
Ottawa Studios	3	
Toronto Studios	2	
		172
<b>NORTHERN AND ARMED FORCES SERVICES</b>		
Ottawa Headquarters	5	
Yellowknife Studio and Transmitter	5	
Whitehorse Studio and Transmitter	5	
Dawson City Studio and Transmitter	2	
Goose Bay Studio and Transmitter	1	
		18
<b>FOREIGN OFFICES</b>		
London	4	
Paris	2	
New York	2	
		8

7,051

June 4, 1959



## APPENDIX "B"

## PROPERTIES OWNED OR LEASED

## SELECTED CITIES

## VANCOUVER

## A—OWNED PROPERTIES

Address	Area	Use
1200-1220 W. Georgia St. (Lots 1 and 2)	.396 acres (1-2 storey building and 1-1 storey building of 25,938 sq. ft. total)	TV studios, offices, shops, prop. storage, garage, etc.
1230 W. Georgia St. (Lot 3)	.198 acres (1-2 storey building of 17,730 sq. ft.)	TV studio, offices, stores, screening facilities, film archives, etc.
Lot 4 W. Georgia St.	.198 acres	Parking lot
Lot 5 W. Georgia St.	.168 acres	2 multiple dwelling houses leased to former owner
East ½ of Lot 6, W. Georgia St.	.129 acres	Parking lot
Mount Seymour	3.9 acres (1-2 storey building of 3,000 sq. ft.)	TV transmitter building and tower
Lulu Island	18.97 acres (1-1 storey building of 2,922 sq. ft.)	Radio transmitters and towers

## B—LEASED PREMISES

Vancouver Hotel	14,841 sq. ft.	Radio studios, offices, FM transmitter
660 Howe St.	5,500 sq. ft.	Radio Studio and offices
650 Burrard St.	9,666 sq. ft.	Offices
600 West 6th Ave.	6,000 sq. ft.	TV scenery and props, storage
557 Richards St.	3,780 sq. ft.	Program rehearsal space
1190-1192 Alberni St.	3,373 sq. ft.	TV production offices
1030 W. Georgia St.	546 sq. ft.	Office
29th Ave. and Imperial St.	400 sq. ft. of land	Shortwave receiving station (Bldg. and equipment owned by the International Service)

## C—ESTIMATED HOURS OF LIVE PRODUCTION 1958-59

	Radio	TV
National	375	120
Regional and Local	1,013.6	478.6
Total	1,388.6	598.6

## SPECIAL COMMITTEE

## CANADIAN BROADCASTING CORPORATION

WINNIPEG  
A—OWNED PROPERTIES

Address	Area	Use
541 Portage Ave. (Lots 1, 2 & 3)	.35 acres (1-5 storey building and 1-2 storey of 69,120 sq. ft. total)	Radio and TV studios, offices, stores, record and film libraries, etc. and TV transmitter
537-9 Portage Ave..... 300 Spence St..... 327-9, 337, 341 Young St.....	1 acre (2-1 storey buildings of 9,450 sq. ft. total)	Offices, storage, shops and parking

## B—LEASED PROPERTIES

Winnipeg Auditorium.....	18,790 sq. ft.	TV studio, Radio studio, rehearsal area, shop, storage
375 Balmoral St.....	7,500 sq. ft.	TV sets and prop storage

## C—ESTIMATED HOURS OF LIVE PRODUCTION 1958-59

	Radio	TV
National.....	253	60.8
Regional and Local.....	1,474	405.8
Total.....	1,727	466.6



## CANADIAN BROADCASTING CORPORATION

## HALIFAX

## A—OWNED PROPERTIES

Address	Area	Use
Bell Road and Summer St.....	1.3 acres (4 storey building of 74,664 sq. ft. total)	TV studio, offices, shops, film library, storage etc.
Geizer Hill.....	12.75 acres (1-1 storey building and tower)	TV transmitter

## B—LEASED PROPERTIES

100 Sackville St.....	13,011 sq. ft.	Radio studios, offices, stores, radio transmitter record library, etc.
Nova Scotian Hotel.....	2,049 sq. ft.	Radio studio and office
78 Bayers Road .....	7,047 sq. ft.	TV carpentry and paint shops and storage
7-11 Argyle St.....	4,310 sq. ft.	Radio studio, TV rehearsal space, storage
117 Howe Ave.....	5,047 sq. ft.	TV design offices and storage

## C—ESTIMATED HOURS OF LIVE PRODUCTION 1958-59

	Radio	TV
National.....	229	57.7
Regional and Local.....	1,202	547.3
Total.....	1,431	605.0

June 8, 1959.





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Government  
Publications

HOUSE OF COMMONS  
Second Session—Twenty-fourth Parliament  
1959

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SPECIAL COMMITTEE ON  
**BROADCASTING**

*Chairman:* G. E. HALPENNY Esq.

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MINUTES OF PROCEEDINGS AND EVIDENCE

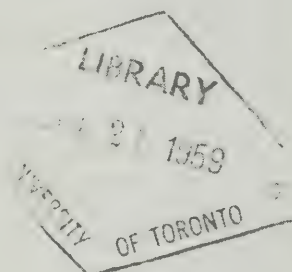
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THURSDAY, JULY 9, 1959

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CANADIAN BROADCASTING CORPORATION

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WITNESSES

Messrs. R. P. Landry, Assistant to the President, Canadian Broadcasting Corporation; Charles Jennings, Controller of Broadcasting; M. Henderson, Comptroller; J. P. Gilmore, Controller of Operations; W. R. Johnston, Assistant Controller of Broadcasting (Commercial); M. Carter, Controller of Management Planning and Personnel; and C. B. McKee, Manager of Industrial Relations.

THE QUEEN'S PRINTER AND CONTROLLER OF STATIONERY  
OTTAWA, 1959

# SPECIAL COMMITTEE ON BROADCASTING

Chairman: G. E. Halpenny, Esq.,

Vice-Chairman: J. Flynn, Esq.,

and Messrs.

Miss Aitken,  
R. A. Bell (*Carleton*),  
Tom Bell (*Saint John-  
Albert*),  
Brassard (*Lapointe*),  
Mrs. Casselman,  
Chambers,  
Dorion,  
Eudes,  
Fairfield,  
Fisher,  
Forgie,

Fortin,  
Johnson,  
Kucherepa,  
Lambert,  
Macquarrie,  
Mitchell,  
Muir (*Lisgar*),  
McCleave,  
McGrath,  
McIntosh,  
McQuillan,

Nowlan,  
Paul,  
Pickersgill,  
Pratt,  
Richard (*Ottawa East*),  
Robichaud,  
Simpson,  
Smith (*Calgary South*),  
Smith (*Simcoe North*),  
Taylor,  
Tremblay.

J. E. O'Connor,  
*Clerk of the Committee.*



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## MINUTES OF PROCEEDINGS

THURSDAY, July 9, 1959.

The Special Committee on Broadcasting met at 9.30 a.m. this day. The Chairman, Mr. Halpenny, presided.

*Members present:* Messrs. Bell (*Carleton*), Dorion, Fisher, Flynn, Halpenny, Kucherepa, Lambert, Muir (*Lisgar*), McGrath, McQuillan, Pickersgill, Paul, Pratt, Smith (*Simcoe North*), Taylor and Tremblay. (16)

*In attendance:* Messrs. R. P. Landry, Assistant to the President, Canadian Broadcasting Corporation; M. Henderson, Comptroller; J. P. Gilmore, Controller of Operations; Marcel Carter, Controller of Management Planning and Personnel; Charles Jennings, Controller of Broadcasting; W. R. Johnston, Assistant Controller of Broadcasting, (Commercial); Marcel Ouimet, Deputy Controller of Broadcasting; W. C. Richardson, Director of Engineering; R. C. Fraser, Director of Public Relations; Barry MacDonald, Secretary, Board of Directors; and J. A. Halbert, Assistant Secretary, Board of Directors.

The Chairman observed the presence of quorum and called for consideration Item 4 of Part C of the Agenda—Political Broadcasting. Mr. Jennings was questioned.

Items 1, 2, 3 and 4 of Part D of the Agenda relating to financing were discussed and questions answered by Messrs. Henderson and Gilmore.

Item 5 of Part D of the Agenda was called and Mr. Henderson made a brief statement, and together with Messrs. Jennings and Gilmore answered questions.

The following documents were distributed to Members of the Committee and ordered printed as appendices to the record of this day's proceedings:

1. Architectural Staff. (*See Appendix "A"*)
2. Policy re calling public tenders. (*See Appendix "B"*)
3. New Construction. (*See Appendix "C"*)
4. Number of staff and annual costs for three years. (*See Appendix "D"*)
5. Functions of Engineering Division. (*See Appendix "E"*)
6. Record of Commercial Performance—Gross Billing—Television. (*See Appendix "F"*)
7. Record of Commercial Performance—Gross Billing—Radio. (*See Appendix "G"*)
8. Summary of Construction 1953 to 1958. (*See Appendix "H"*)
9. Costs of Microwave and Conditions of rental contracts. (*See Appendix "I"*)
10. Costs of rental of studios and Rehearsal halls. (*See Appendix "J"*)

Item 6 was adopted without discussion.

On Item 7—C.B.C. Rate Structure—Mr. Johnston outlined the methods of determining Commercial Television and Radio rates.

At 10.55 a.m. the Committee adjourned to meet again at 3.00 p.m. this day.

## SPECIAL COMMITTEE

## AFTERNOON SITTING

The Special Committee on Broadcasting reconvened at 3.05 p.m. this day. The Chairman, Mr. Halpenny, presided.

*Members present:* Miss Aitken, Messrs. Bell (*Carleton*), Bell (*Saint John-Albert*), Brassard (*Lapointe*), Mrs. Casselman, Messrs. Chambers, Fisher, Flynn, Forgie, Halpenny, Johnson, Kucherepa, Lambert, Mitchell, Muir (*Lisgar*), McGrath, McIntosh, Pickersgill, Paul, Pratt, Richard (*Ottawa East*), Simpson, Smith (*Simcoe North*), Taylor and Tremblay. (25)

*In attendance:* The same witnesses as at the morning sitting with the addition of Mr. R. E. Keddy, Director of Organization, and Mr. C. B. McKee, Manager, Industrial Relations; and the absence of Mr. Barry MacDonald, Secretary, Board of Directors.

The Chairman observed the presence of quorum and tabled two documents prepared by the International Service of the Canadian Broadcasting Corporation, copies of which were distributed to Members, and ordered printed as appendices to the record of this day's proceedings. (*See Appendices "K" and "L"*)

Mr. Johnston, assisted by Mr. Henderson, was questioned on the statement he presented at this morning's sitting and notices of questions arising out of the tabled International Service material were given to Mr. Landry.

On Part E of the Agenda Messrs. Carter, Landry, Gilmore, Jennings, McKee and Johnston were questioned concerning the organization of the Corporation generally; its recruiting and promotional policies; personnel growth; nepotism; trade union contracts and the experience and qualifications of sales personnel.

At 5.05 p.m. the Committee adjourned to meet again at 9.30 a.m., Friday, July 10, 1959.

J. E. O'Connor,  
*Clerk of the Committee.*



NOTE: Text of the Proceedings recorded in the French language appears immediately following this day's Evidence.

REMARQUE: Le texte des témoignages recueillis en français figure immédiatement à la suite du compte rendu des délibérations de la séance d'aujourd'hui.

## EVIDENCE

THURSDAY, July 9, 1959  
9.30 a.m.

The CHAIRMAN: Gentlemen, we have a quorum. You will recall that we finished off with Part "H" of the agenda yesterday afternoon—and today we are back on Part "C". We cleaned up items "1", "2" and "3". We are now on item "4", Political Broadcasting.

Mr. PICKERSGILL: On "4", Mr. Chairman, Mr. Bell will corroborate it, I think when I say that at the last meeting—the final meeting—of the Privileges and Elections committee it was decided, either formally or informally, to approach the house with a view to having this subject considered by that committee—as Mr. Nowlan suggested it should be—at the next session of parliament.

In view of that, and the difficulty of getting through our whole agenda, I wonder if we could not just postpone this and go on to the next item, and perhaps come back to it later, if we have time.

The CHAIRMAN: Is that agreeable?

Mr. FISHER: No, it does not help at all in so far as expressing our opinions or making any suggestions in so far as these broadcasts are concerned for this next session. For instance, The Nation's Business stopped several months ago, and the session has gone on. There is an inconsistency there that I certainly cannot appreciate. Surely when parliament is in session is the time to have that particular program going, and just to let it lapse until next year—as Mr. Pickersgill suggests—indicates that we have not got much interest or respect for the program. That may be understandable—but I do not think we should let that go.

The CHAIRMAN: Are there any further comments?

Mr. CHARLES JENNINGS (*Controller of Broadcasting, Canadian Broadcasting Corporation*): Mr. Chairman, may I speak to that?

The CHAIRMAN: Yes.

Mr. JENNINGS: You will notice under section B of this white paper:

In the periods between general election campaigns (federal or provincial)

- (a) During periods between election campaigns free time will, on application in writing, be made available to national party leaders for political broadcasts on a national C.B.C. network and to provincial party leaders on a regional C.B.C. network as follows:

And there are set out the qualifications. We have always—to my recollection—met with all parties when application has been made for this.

Mr. FISHER: Why did The Nation's Business lapse in the middle of this session?

Mr. JENNINGS: Because the cycles that had been arranged with the parties came to a close.

Mr. FISHER: Do you mean an arrangement initiated with all the parties?

Mr. JENNINGS: It always has been.

Mr. FISHER: Is that not a rather unfortunate arrangement, since you have three, or perhaps four, very separate parties? What brings them into—I will not say "into collusion"; but together to initiate—

Mr. JENNINGS: What has happened in the past—I do not know whether there has been any collusion or not—is that usually one or more of the parties has written to the C.B.C.; we have told the other parties a request has been made, and usually out of that some members of this committee, I think, perhaps have taken part and then we have had a meeting with the parties. Indeed, this is going on actively at the moment in the provincial free-time broadcasts in Quebec. Consideration is being given at the moment to an extension of it.

Mr. PICKERSGILL: I confess I, too, wondered why these programs had come to an end, or apparently had come to an end. But, as Mr. Jennings has said—I have had some experience as a negotiator at one time or another in this matter, and I know the initiative has always been taken by one party or another and the other party has been got in touch with. That has been the traditional method.

It would appear to me that somebody in the party organizations may not have been very active—in all the parties—from the look of things. I believe that there is a feeling that after about the first of June there is very little audience for these programs, and that may be the reason why the party organizations have not been very vigorous.

Mr. FISHER: We know there is not a very big audience for this particular program. It must be a dreadful, disgusting thing to politicians that they can attract so very few, according to the viewers' figures I have seen. This is the question I wish to ask: would it not be possible to put that program on later, and closer to the news?

Mr. JENNINGS: It is a very difficult type of scheduling. Also—if you will forgive my saying so—it is a pretty difficult piece of programming. There is also—I think I may say—the fact that, especially in television, it seems at times to be a chore to those participating to spend the time that is necessary for the production, and so on.

Mr. FISHER: Obviously, it is not the C.B.C.'s fault, it is the politicians'. But have you ever considered approaching the program from the point of view that the B.B.C. has at times? I know you had a producer over in England—Hind-Smith—looking at this, and I understood he had some ideas of using this kind of time just to throw politicians on their own on a catch-as-catch-can basis.

Mr. JENNINGS: After the last general election, I think we had a long meeting in which we told the parties we would hold seminars—if you can dignify them by that name—with the broadcasters from the parties to discuss with them the most effective ways of putting on political broadcasts, to give them coaching, training, and so on.

Some of them went on, I think. Also, since people like Mr. Hind-Smith had probably had most experience of that, we also tried to develop some of Hind-Smith's facilities in this field in other producers. The corporation is quite ready—indeed, is quite anxious to do all it can to improve the free time political broadcasts and the campaign broadcasts so that they will be better programming.

Mr. BELL (Carleton): In other years I have sat through more of these conferences with the C.B.C. than any other person, and I can certainly say that the



C.B.C. has tried at all times to be most helpful to the political parties. I think the basic problem that Mr. Fisher raises is one that rests with the political parties themselves.

Mr. PICKERSGILL: I agree.

Mr. BELL (*Carleton*): And not with the C.B.C. I think if one of the political parties—any one—took the initiative in relation to this, they would find the C.B.C. would convene an annual meeting, and it would then be a question of trying to get agreement between the parties.

Mr. FISHER: Mr. Chairman, may I ask Mr. Bell a question?

The CHAIRMAN: If he wishes to answer, yes.

Mr. FISHER: Do you mean in so far as the B.B.C. and I.T.V. run these panel shows? They give free time and they bring in politicians from different parties and let sink or swim around a topic. Do you mean we should have a meeting on that kind of topic?

Mr. BELL (*Carleton*): That is a thing for the parties to decide, so long as it comes within the definition of non-dramatization.

Mr. FISHER: With your influence and background in the Conservative party, Mr. Bell, would it be ready for that kind of show?

Mr. BELL (*Carleton*): I am afraid I am not spokesman for the Progressive Conservative party.

The CHAIRMAN: May we leave item "14" and go on to part "D", finance? I believe Mr. Henderson will answer questions on this. Mr. Bell, I think you have some questions on this; that is, the further study of reports of P. S. Ross and Sons to the C.B.C. and to the Fowler Commission. Did you have any questions on that, Mr. Bell?

Mr. BELL (*Carleton*): No.

The CHAIRMAN: Are there any further questions on the report of P. S. Ross and Sons to the C.B.C. and the Fowler Commission? Can we pass on to item "2", Analysis of Financial Statements of the Corporation?

Mr. BELL (*Carleton*): Mr. Chairman, these are the statements we have just been given, are they?

The CHAIRMAN: No; that is the annual report which was distributed earlier.

Mr. A. M. HENDERSON (*Comptroller, Canadian Broadcasting Corporation*): Reference is made here to the last published annual report of the corporation for the year ended March 31, 1958. The report for March 31, 1959, is not yet printed; but we understand it will be shortly.

The CHAIRMAN: All questioning will have to be done on the last published annual statement. We pretty well covered finance, I think, at the beginning of the hearings. We had Mr. Henderson as a witness for the greater part of two meetings. I doubt very much if there will be very many questions on the financial statements of the corporation.

May I have your permission, gentlemen then, to move to Item "3", comparison with U.S. and Canadian stations and U.S. Networks? Are there any questions on "3"?

Mr. McGRATH: Mr. Chairman, may we later on, perhaps—under this item—revert to "2"?

The CHAIRMAN: Do you have any questions on "2"?

Mr. McGRATH: I feel I may. I have a question on "3" now.

The CHAIRMAN: Let us have Item "3". If we do have time, we can come back to "2". But as far as the Chair is concerned, we have cleaned it up. Let us have your questions on "3".

Mr. McGRATH: Item "2" is a very important item.

The CHAIRMAN: If we have time, we will come back to "2".

Mr. McGRATH: The question I have on "3" is, that probably the only comparable analysis that can be made, in terms of similarity of operation and in terms of finance, would be the Australian Broadcasting System; is that correct?

Mr. HENDERSON: I would like to point out, Mr. Chairman and Mr. McGrath, that much as we would like to have access to the individual station figures of the United States and the British stations—also to their network figures—they are simply not available. You take a case like the United States: you have C.B.S., which is a public corporation, and its operations include not only radio and television station and networks, but the manufacture of tubes, sets and everything else.

These annual accounts are published in accordance with the requirements of the Securities and Exchange Commission in the United States. There is nothing available beyond that; it would be confidential to them but not available to us. The same is true in the case of the B.B.C., which publishes an annual report, but does not disclose individual stations or network figures. It publishes a report not dissimilar to ours.

To come to individual comparisons, the way we are set up today, we would welcome it, but these individual figures are not available to us.

Mr. McGRATH: My question is this: has there ever been an attempt recently to have an interchange of ideas or perhaps study the Australian system?

Mr. HENDERSON: Not the Australian system, so far as I am concerned. Our president and several of our associates have visited Australia, and we have a very happy relationship with the people in the United Kingdom and in the United States and I have had some most helpful and interesting discussions with the accounting officers of the two big American corporations; but beyond discussing things along general lines, procedures and methods of handling, it has not led to the disclosure of any of their figures.

Mr. McGRATH: The point of my question was to illustrate the fact that I do not feel there is much to be gained from an analysis or comparison with the United States and the United Kingdom systems, but that perhaps the closest one in comparison would be the Australian system.

Mr. HENDERSON: I cannot speak on that, but perhaps Mr. Gilmore can.

The CHAIRMAN: Mr. Gilmore?

Mr. J. P. GILMORE (*Controller of Operations*): Yes Mr. Chairman and Mr. McGrath, while your statement that Australia is possibly the closest comparison is quite true, still there is a vast difference between the Australian and Canadian systems, fundamentally in that the state operating body, the A.B.C., does not indulge in any commercial operations whatsoever. The privately-owned networks and individual stations have the commercial field completely to themselves. Also, we are talking of a country with a population of approximately 9 million people, which is again comparable to ours in terms of connecting up micro-wave or direct line connection, but not in comparison to the broad distances we must span in our 4,000 miles of network.

The CHAIRMAN: Mr. Pickersgill, have you a supplementary question?

Mr. PICKERSGILL: Yes, Mr. Chairman: I would like to ask Mr. Gilmore a supplementary question in connection with the Australian situation.

The CHAIRMAN: Proceed.

Mr. PICKERSGILL: Mr. Gilmore, would you not consider the fact that as there is no United States adjacent to Australia, it would make the comparison wholly unrealistic?



Mr. GILMORE: I would have to agree with you. There is no influence brought to bear on Australian broadcasting except what they bring into the country themselves.

The CHAIRMAN: Gentlemen, may we proceed to Item 4, or are there any further questions in connection with 3?

Mr. PICKERSGILL: Mr. Chairman, at an earlier stage I asked whether there was any station in the United States which was reasonably comparable to the C.B.C. operation in Vancouver, and I suggested there might be something in Seattle. I think the answer was that there was not anything there but that there was a station in one of the American networks, that is in San Francisco, that did some origination. Although I have no personal knowledge of this, it has been represented to me that the operations at Vancouver are considered by many people there to be rather ostentatious and extravagant. I wondered if the C.B.C. had made any comparison with any comparable place in the United States, and San Francisco was suggested. Could you tell us whether or not any such comparisons have been made?

Mr. HENDERSON: So far as my operation is concerned on the accounting side, no comparison has been made because it has been rather obvious to me, for the reasons given before, that is that the details which we would require to make the comparison are confidential to the owners and would not be made available. We are further developing our own individual station and network costs. We have been doing this for the past year and, perhaps, the problem should be started at home before it is taken up elsewhere.

Mr. PICKERSGILL: Well, if I can mention this in this context, it specifically has been represented to me that there is a rather expensive property in the 600 block on Howe street, Vancouver, which is rented by the C.B.C. at quite a considerable rent and practically never used. Does the accounting side of the C.B.C. ever look into the question of whether premises that are rented are really used?

Mr. HENDERSON: Yes, that is one of the responsibilities of the chief financial officer.

The CHAIRMAN: Mr. McGrath, have you a question along the same lines?

Mr. McGRATH: Yes, Mr. Chairman. I think that is very aptly illustrated. There is no code number on this sheet but I think there is an answer to my question with regard to properties in Vancouver, Winnipeg and Halifax, and the list of properties owned and leased in the city of Vancouver is very extensive. It takes a whole section. Has the corporation ever given consideration to erecting a building to house its operations under one roof, or has there been anything planned in this direction?

Mr. HENDERSON: That is one of the continuing problems of the corporation, to wit, the necessity for consolidation, where we are spread over so many different areas. It also exists in Toronto and Montreal, and it is a continuing problem with which we are dealing.

The CHAIRMAN: Gentlemen, are there any further questions on Item 3? May we leave 3 now and go to "Capital Program" which is 4?

Mr. TAYLOR: Dealing with the comparison of the Vancouver station with American stations—

The CHAIRMAN: Is this supplementary to Mr. Pickersgill's question?

Mr. TAYLOR: Yes. There is a statement that has been going around that there are more live shows coming out of the three major Seattle stations and yet the Vancouver C.B.C. station has more employees in that one station than all three American stations in Seattle. Have you ever looked into that, and would you care to make any comment on it?

The CHAIRMAN: Mr. Gilmore, would you care to make a statement on this?

Mr. GILMORE: Firstly, I would like to refer to the picture of origination production in Canada. In volume, the No. 1 production centres are Montreal on the French network and Toronto on the English network, and No. 2 is Vancouver. It has been traditional that the talent pool that has built up over the years—and I am not deprecating any other city,—has been mainly at Vancouver. Now, in order to develop this, and to bring it along properly, we have provided in Vancouver in both radio and television the best facilities that we can do this work. To compare local originations of the type which I have mentioned in Seattle and in Bellingham with a network production out of Vancouver is simply not to compare the facts of life. There is an entirely different scope of production. There are more rehearsals and time spent in our productions, and they have a much higher artistic quality.

In terms of the number of staff and scope of facilities in Vancouver, while at Winnipeg and Halifax, which are comparable, you have around 10 per cent of their production going to the network, in Vancouver it is 25 per cent.

The CHAIRMAN: Mr. Taylor, have you a question?

Mr. TAYLOR: It would appear then that you have looked into this problem and have compared Seattle with Vancouver.

Mr. GILMORE: Yes, but not in a detailed way.

Mr. McGRATH: I notice from this sheet, Mr. Chairman, that there is on the national television network, originating from Vancouver, 120 hours of programming; is that a correct understanding of it?

Mr. GILMORE: Which sheet is that?

The CHAIRMAN: It was distributed yesterday.

Mr. GILMORE: That would be approximately right for that particular period.

Mr. TAYLOR: How would this compare with Montreal and Toronto? Can you tell me, offhand, how it compares?

Mr. GILMORE: Could I come back during this meeting and give you those figures? It is in here somewhere and I will have to look it up.

Mr. PRATT: Mr. Chairman, I have a supplementary question. Is it not a fact that the city of Vancouver is a very prolific source of talent, and that a great many of the performers in Toronto are originally from Vancouver? That is true, is it not?

Mr. GILMORE: Yes.

Mr. FISHER: Also, some of the most prolific performers in the House of Commons.

The CHAIRMAN: Gentlemen, may we go to Item 4, Capital Program. Are there any further questions on that, Mr. McGrath? You were speaking about a possible consolidation and the construction of a new building to house all the facilities.

Mr. McGRATH: Are we going to have a statement on this?

Mr. HENDERSON: There is a detailed statement being filed in respect of engineering and property in which the construction costs for five years, and the detailed construction projects, are listed.

The CHAIRMAN: Then I would imagine we could leave Item 4 until we have the engineering statement which will be under Part F. That is being distributed along with several other things at the present time which I would like to table. These are as follows: Item F-5, new construction planned; item F-2, salaries and wages; item F-1, engineering; the statement on gross billings



on radio; statement on gross billings on television; item F-6 which has to do with tenders and advertising; and item F-7, architectural staff. May we have your permission to table these, please?

Mr. BELL (*Carleton*): Is it your intention they be printed as appendices?

The CHAIRMAN: If it is your wish. On item 4, Mr. Paul.

Mr. PAUL (*Interpretation*): On item F.6.

The CHAIRMAN: We will get to that later.

Mr. KUCHEREPA: We will also go back to 4 later?

The CHAIRMAN: We will not go back to item 4 here, but will get all the information on the five-year plan of engineering.

Mr. PICKERSGILL: I presume it will meet Mr. Kucherepa's wish and my own if at that time we could speak about any aspect of capital.

The CHAIRMAN: By all means.

Then may we proceed to Part D. item 5. That is forecasts of deficits in future.

Mr. HENDERSON: Mr. Chairman, in my earlier remarks on May 14 I mentioned that it is too early to say what our net requirements are likely to be over the next several years. We are in the process of estimating these over the next five years in order to present it to the Minister of National Revenue and the Minister of Finance. The date for that is November 10, 1959. At the moment, we are in the midst of that. I suggest it would be inappropriate at the present time to say what they are likely to be.

Mr. MUIR (*Lisgar*): I do not know whether or not this is the item on which to ask this question. However, in respect of a deficit, is it contemplated to put on any more shows comparable in price to Peter Grimes?

Mr. HENDERSON: That is a question which I think should be addressed to Mr. Jennings as he schedules these.

Mr. JENNINGS: This is a very difficult question to answer. I imagine in the future there may well be programs which will cost that much. At the same time, however, I would say in respect of all these programs when we select a time for presentation every effort is made to keep the cost down as much as possible.

The CHAIRMAN: Every effort has been or will be made.

Mr. JENNINGS: Has been and always will be.

Mr. MUIR (*Lisgar*): Is there any justification for spending that much money on one show when actually your figures which have been presented show that shows which have a very much smaller cost actually reach the larger audience.

The CHAIRMAN: We are getting back on to programming.

Mr. JENNINGS: Inside the corporation itself, among the program people, there is a good deal of hot argument as to whether or not this kind of operatic presentation should be done on television.

Mr. MUIR (*Lisgar*): I would think in producing shows that there must be some—the gentleman here gave me the word yardstick—but there must be some responsibility to the people for the amount of money that is spent. I mean the money is not unlimited which you expect to spend. There must be some tie-in to the value you are going to receive, shall we say, with the money we spend.

Mr. McGRATH: I think Mr. Muir's question was referring to something which came up during the discussion on this very subject. It is regarding who, in the final analysis, sets the budget for extravaganzas.

The CHAIRMAN: If we go over our former evidence we will find, I think, all these questions have been answered pretty well.

Mr. PICKERSGILL: Does Mr. Jennings think, in the words of "Oklahoma", you have gone about as "fur" as you can go.

Mr. JENNINGS: I would hate to predict; I believe so, to a certain extent.

Mr. FISHER: In respect of Mr. Muir's question, you do not consider the number of viewers as your yardstick as to whether or not you put on a program?

Mr. JENNINGS: No. I come back again to the wide range of program fare we have put out and in so far as Peter Grimes is concerned, that has been one of the most successful of modern operas which we have done at least twice on radio in past years. It has had many performances around the world. In our assessment of what we should do, Peter Grimes was one of the works we selected.

Mr. FISHER: If you did use that yardstick we would have wrestling seven days a week.

Mr. JENNINGS: I would say we would have films seven days a week.

Mr. BELL (Carleton): In dealing with the forecast of deficits, I think Mr. Henderson will appreciate the dilemma the committee is in. This is the crux of the problem we were set up to examine. The graph of deficits has risen very steeply. I think all the members of the committee are very deeply concerned as to whether we may find ourselves, in two years hence, with a deficit of \$100 million and in three years hence a deficit of \$125 million. I would like to put this directly to Mr. Henderson. Is there any type of guidance you can give us as to what we should report to the house? Is there a ceiling which this committee ought to suggest in respect of the deficit or any sort of formula as to the ceiling to be placed on the amount drawn by the C.B.C.

Mr. HENDERSON: I think that is a very reasonable approach. I think we will want to do our very best to answer it. In the first place, I would like to suggest the word, "deficit" is not applicable to this operation. It may be splitting a hair.

The CHAIRMAN: That is hair-splitting.

Mr. HENDERSON: The corporation is required to present national broadcasting. I would like to sketch out the considerations and modus operandi that we feel must be followed. Just like any other corporation, we have to approach the business of estimating and forecasting along orthodox lines. In an effort to reduce this to some simple headings I made some jottings.

First, we have to determine what our operating plan is going to be and what it will require. Mr. Gilmore and most of my associates spend considerable time in developing that. We have to know what it is we plan to do within the framework of the policy of the corporation. Having done that, it falls to me to cast up that and evaluate it in terms of its final cost.

We then take a look at our previous year's records which show what we have spent and done. For my part, I consider it my responsibility to look it over and see what savings, if any, we can achieve in terms of what we have spent in the past and in the light of what we might spend in the future.

Then I think the next step would probably be to assess the probable effect of inflationary conditions on the expenditure, in forecasting. It is obviously a very difficult task when it comes to making a five-year forecast. Mr. Fowler compiled his figures in terms of 1956 dollars, and we are doing it in terms of 1959 dollars, and what it is going to be, or we think it is going to be, when we get to 1964 dollars. We have to bring as intelligent and informed an approach to that as we can.

We then estimate our likely forward revenues over this period. Conceivably, we can be reasonably specific as far as the first of the five years in the



five-year plan is concerned; and the remaining four years are under the heading of forecasting. We are faced there with the identical problem a manufacturer has, in terms of what the demand is likely to be for the product, the price at which the manufacturer is going to be able to sell for, and how much it is going to cost him to make the product. Finally, when we have our demand down, there is an obligation on our part, we feel, to relate the final result to the country's economy. What is a country like Canada, in terms of government spending, going to be able to afford for the development and maintenance of a national broadcasting service? We may have our opinions on that; and our board, our management, will make their representations on that to the appropriate ministers, as is provided for under the act.

It is along lines like these, it seems to me, you will approach your position, and only then do you have a picture as to what your future position is likely to be. I do not know whether this is helpful to you.

The CHAIRMAN: Mr. Gilmore, would you like to add to Mr. Henderson's statement on Mr. Bell's original question?

Mr. GILMORE: I would like to back up everything Mr. Henderson said in detail, but I would to paint a little broader canvas as to the ultimate cost of television in Canada.

Our board, some years ago, and our president, Mr. Ouimet, made representations to the government on what basis the corporation could supply television on a network service basis to the Canadian people over the years. The figure given at that time was \$15 per television home, net, to the corporation, plus what commercial revenue we could get.

Mr. BELL (Carleton): "Plus"?

Mr. GILMORE: Yes, we were talking of the net requirement for operating requirements—the net amount. The figure in 1957-58—which is the report before you—is approximately \$11.66, taken at the mid point of the year for that service.

We maintain that, developing television over the years—and not including colour, I must underline that—we can do the job for an average of \$15 per television home; and that would be the objective of our planning, within the terms Mr. Henderson outlined.

The CHAIRMAN: How did you arrive at that \$15 figure again?

Mr. GILMORE: We looked at the cost of licence fees in the United Kingdom—and it was pretty embryonic at that time, 1945-46. We looked at the cost of licence fees in other countries, and the scope of television in the Columbia Broadcasting System and the National Broadcasting Corporation. We looked at our radio costs, with no knowledge of the differential in cost between radio and television; and we said \$15 should do the job for us on a first costing basis; and that figure has stood for us pretty well through the years.

The CHAIRMAN: I will get back to you, Mr. Bell, in a second.

Now that you have more experience than when you originally arrived at that \$15 figure, can you not anticipate certain savings your experience will automatically give you—that, possibly, you would be able to reduce that \$15 to \$11 or \$12?

Mr. GILMORE: Not until we have arrived at the development of a full day's television service.

Mr. BELL (Carleton): May I be clear on this? This \$15 is a net figure?

Mr. GILMORE: A net operating requirement.

Mr. BELL (Carleton): Could you tell us what the gross figure would be, of what you calculate the amount of recovery from commercial revenues would be?

Mr. GILMORE: We would hope to get another third from commercial revenues,—which we are doing just about now.

Mr. BELL (*Carleton*): Your gross cost would be \$45 a television home?

Mr. GILMORE: No, another third.

Mr. PRATT: No, \$20.

Mr. BELL (*Carleton*): Twenty dollars?

Mr. GILMORE: That would be a net estimate at this stage, and I think it stands up pretty well.

Mr. BELL (*Carleton*): Do you still feel, on the basis of your experience, that the remaining third is the maximum commercial recovery you could have, still being consistent with the policies of the C.B.C.?

Mr. GILMORE: I would find that terribly difficult to answer in those terms. We will put the maximum effort into our commercial operations. We will try to fill all our spot availabilities, and try to sell to our maximum, consistent with the current policy you mention, of not selling controversial broadcasting or religious broadcasting or news. I think it is a good estimate; but here I would not pretend to forecast the effect of competition in our major markets. That is under circumstances as they exist today.

Mr. PRATT: Is it not a fact most of the American networks were in the red for the first five years of their operation after the war?

Mr. GILMORE: I think two of them, five years; and one, seven years—if I remember correctly.

The CHAIRMAN: Yes, Mr. Pickersgill?

Mr. PICKERSGILL: My question was supplementary to this main question and was—as a matter of fact, the first question I had intended to ask has already been answered by Mr. Henderson, and that was: Is the word “deficit” not entirely irrelevant to this matter; because you cannot have a deficit, can you, until you determine what your guide-line is—that is to say, what your criterion is on which you base it?

I come, therefore, to my second question—

Mr. BELL (*Carleton*): It is splitting hairs.

Mr. PICKERSGILL: It is not splitting hairs. This is a question I asked and I never got a very satisfactory answer to it from the very beginning—and that is to say, on what basis is the annual requirement determined? What is the criterion on which you determine what you are going to ask the Minister of Finance for?

Mr. GILMORE: It is along the steps I endeavoured to outline.

It is the development of your plan within the framework of your policy, the costing up of that plan. By “plan” I mean, not only an estimate of your expenditures but also your revenue, to see what your net operating requirement—or, if you prefer to call it, your “deficit”—is going to be.

Mr. PICKERSGILL: I do not prefer to call it “deficit”, because it does not seem to make any sense.

Mr. GILMORE: You relate that to what is reasonable under the circumstances in terms of the country's ability to pay and within the framework of what Mr. Henderson has given.

That seems to me to be a practical approach.

Mr. PICKERSGILL: Perhaps I could phrase the question another way, to get at what I am really trying to find out.

In other words, having listened to what Mr. Gilmore has said, you start with what you think is necessary to carry out—as far as your capital facilities will permit it—a national coverage. Then you discount that by what you think the traffic will bear.



Mr. GILMORE: Our best estimate of it.

Mr. PICKERSGILL: Your best estimate?

Mr. GILMORE: Yes.

The CHAIRMAN: I realize all these are supplementary questions. Mr. McGrath, Mr. Lambert, Mr. McQuillan, Mr. Fisher and Mr. Muir—that is the order I have noted.

Mr. McGRATH: Mr. Chairman, has there been an attempt to change the financial structure—I do not know what phrase I am looking for here—but what I have in mind, sir, is, on the network has the corporation ever thought in terms of making each unit semi-autonomous in respect to bookkeeping?

For example, on the Halifax television station your overhead is "X" number of dollars. Then we will set a quota of how much you must retrieve from the local market to offset that overhead.

Mr. HENDERSON: On that, you might recall that on May 14, in my remarks, I outlined all we had set up—and this is under the heading of implementing one of the Fowler commission recommendations, which was to segregate the operations of the stations from the networks in both services, in order to determine the profitability of the individual stations in each of the services, and to determine the actual net operating costs of the television networks.

That procedure started last year. It has been greatly improved as of April 1 this year. We have only had a year at it.

Mr. McGRATH: You have improved your revenue or revised your commercial structure, including your commercial spots in these stations across Canada?

Mr. HENDERSON: Yes, we have. The statement shows our income and the cost of getting that income, and the expenses and the profit and loss.

Mr. McGRATH: It was established during earlier questioning that there was no incentive, commission, or bonus to your commercial men or salesmen, call them whatever you like, to sell time on the C.B.C. Is this in your plan?

Mr. HENDERSON: It is a matter of opinion.

Mr. McGRATH: No, it is not a matter of opinion, because this question was asked directly, and the reply was given directly.

Mr. HENDERSON: I mean as to whether or not an incentive or a bonus within this framework will be established or not. My point is this: the individual statements, coming down now, pinpoint the responsibility of station operation, the main responsibility for it, and they diagnose the situation for management; and if sales are not matching up to our budget expectations, or the cost of them is too high, then we look to that man to fix it. Time will show if a bonus or incentive will have to be considered.

The CHAIRMAN: This same question was asked of Mr. Bushnell and he agreed that a study should be made of the possibility of an incentive plan.

Mr. LAMBERT: Before I ask my question I would like to have a clarification from Mr. Gilmore as to the \$15.00 net operating revenue concept as originally set out, the one he referred to, whether that \$15.00 also includes the net operating revenue?

Mr. GILMORE: No; it is \$15.00 plus what commercial revenue we can gain to produce the service. This is the key to the thing.

Mr. LAMBERT: There has not been a change in the basic formula?

Mr. GILMORE: There is a reassessment of this each year by our president to pinpoint the cost and to ascertain where we are going.

Mr. LAMBERT: Basically it is the same?

Mr. GILMORE: That is right, as this sheet sets out.

Mr. LAMBERT: In arriving at this determination of your development, is that within the framework of existing or potential private television and radio sets in Canada, or do you consider the C.B.C. as all-embracing? In other words, would you pursue a completely independent line and say that we are going to look at Canada's requirements in television and radio, and as to the other people, we can ignore them?

Mr. GILMORE: No. This is a concept based on what Mr. Jennings pointed up in respect to our mandate, which is to establish and operate a national broadcasting system. The national broadcasting system as we have interpreted it, and as it has been more or less backed up from time to time is this: a partnership between the C.B.C. and private affiliated stations throughout Canada to provide the maximum coverage possible. I think that was well illustrated yesterday by Mr. Richardson's coverage map.

In the program and service field we take it as our responsibility, as Mr. Jennings has said, to develop a well balanced and comprehensive service on all networks; and that is pretty well the terms of reference.

Mr. MCQUILLAN: In respect to this \$15.00 per television home figure which has been spoken about, I presume it was based on an estimated number of television sets in use in Canada. How is the estimate working out? How is the coverage working out as compared to the estimate, because that \$15.00 must be based on an estimate?

Mr. GILMORE: It exceeded our expectations two-fold: first of all, in the voracity of the appetite of Canada for television; and secondly, set sales were far faster than we ever expected they would be.

Mr. MCQUILLAN: And that in turn would probably affect the costs.

Mr. GILMORE: It did. Both went up.

Mr. PICKERSGILL: Did the increase in consumption to date just about off-set the inflation?

Mr. GILMORE: In the first few years in television, due to the system of financing C.B.C. through the excise tax, we accumulated some surplus in operations, but it was dissipated as the years went on.

Mr. PICKERSGILL: Thank you.

Mr. FISHER: When you used the word "voracity" there seems to have been a bit of misunderstanding. Does not an increase in "voracity" mean more programming used, and therefore more cost?

Mr. GILMORE: That is correct. They wanted more and more television, as evidenced by the viewing patterns. And let us never forget that the viewing of television and the listening to radio is the second most popular pastime in this country; the first being sleep.

Mr. FISHER: The costs of extending the service—they get more costly as time goes on, and as you try to reach out into the more remote areas?

Mr. GILMORE: Yes. Mr. Richardson in his testimony yesterday used the criterion of the cost per home served and showed that it is going up as we go farther out. I think that is correct.

Mr. FISHER: If there were a study made, perhaps as a preliminary to new policy, would you say that the competitive factors—that is, if the C.B.C. does compete more for commercial revenue—are going to affect both the private stations and the newspapers which are the other factors in this field? And how close are you in your estimate now to causing a real problem for those two particular types of competitive agencies?

Mr. GILMORE: I am afraid I could not comment on that.

The CHAIRMAN: I did not think you could.



Mr. HENDERSON: Competition for the advertising dollar will be much keener with the introduction of the third element, and we must govern ourselves accordingly.

Mr. FISHER: I imagine you could get almost fantastic returns from commercial or national newscasts, which has one of the higher, and sometimes the highest viewer rating; and if you were allowed to do that, and if the policy would allow you to do that, how would that change your competitive position in so far as this one-third figure is concerned?

Mr. HENDERSON: I think it would improve it.

Mr. FISHER: Markedly?

Mr. HENDERSON: Possibly. It would depend on the price you get for it and the other factors in the thing balanced off against the loss you might get; and if it were possible to sell these things which you mentioned, we would profit accordingly.

Mr. McGRATH: I take it from Mr. Fisher's line of questioning that the corporation would welcome a new definition of the role of the C.B.C. with respect to commercial advertising. This seems to be the crux of the thing.

Mr. HENDERSON: You say the corporation would welcome it?

Mr. McGRATH: Yes, in its actual daily operations.

Mr. HENDERSON: I think that would be for the Board of Directors to answer.

The CHAIRMAN: Perhaps Mr. Landry would answer that question.

Mr. McGRATH: We have heard quite a bit about the commercial advertising aspects of the C.B.C. from the Fowler commission, in parliament, and in this committee here, yet there has never been a clearly defined policy with respect to commercial advertising. Is that correct?

Colonel R. P. LANDRY (*Controller of Administration, Canadian Broadcasting Corporation*): I would not think it is entirely correct. This is a matter that has to be settled by the board, and suppose the board decides to go to a certain limit I cannot really answer your question very definitely without consulting with them.

The CHAIRMAN: I would suggest that the board is new, Mr. McGrath—it is a young board—and I imagine that they will develop a new policy.

Mr. McGRATH: My question was put with the idea of perhaps helping us make our report.

Mr. PICKERSGILL: Has the corporation made any calculation of the effect of the establishment of competitive television stations, particularly in Toronto and Montreal, on its prospective advertising revenues?

Mr. HENDERSON: We are moving into that problem for the next two months, because we have this date next November—as I mentioned—and work is now under way. It is too early to be specific; but it is of course, one of the most important aspects.

The CHAIRMAN: I would suggest that any further questions on that could relate to "G.I.", relations with private radio and private television.

Mr. PICKERSGILL: That is the only question I had, and Mr. Henderson has answered it the only way he can.

Mr. TAYLOR: We know your revenues today for television, and we know that private television is going to enter the picture in large centres. Do you still anticipate larger revenues in the future than you have had in the past—in television?

Mr. HENDERSON: As I said, in answer to Mr. Pickersgill, we are in the midst of doing this forecasting now. I think in certain fields we can anticipate

improvement; in others we have to face up to a loss. It is too early at this stage to be specific as to what places, or how we will do it.

Obviously, we have to make provision, I would think, for a reduction in our revenues because of the prospect of further competition. On the other hand, when you get close to the problem—and after giving it the best attention we can and getting the best advice we can—it may be we will not have to make as big a provision for the loss as we thought.

Mr. TAYLOR: If there are increased deficits, you may have to alter your program format?

Mr. HENDERSON: If we come up with the prospect of an increased deficit, there are only two ways in which we can handle it. One is to ask parliament to increase our vote proportionately; the other is to cut our expenses of operations right across the board.

Mr. TAYLOR: What happened in C.B.C. radio could happen in C.B.C. television?

Mr. HENDERSON: That is correct.

Mr. TAYLOR: And, as I understand it, we do not have many sponsored national shows on radio any more?

Mr. HENDERSON: No, I do not know of any at the moment.

The CHAIRMAN: Mr. Gilmore, would you like to add something to that?

Mr. GILMORE: I would say, sir, that what happened in network radio was the result of network television, and I would not expect that to happen in television to the extent that it happened in radio. There are still national advertisers who will want this medium, I am pretty confident.

Mr. PRATT: You may get the "smellies" in "feelies" though!

Mr. TAYLOR: Has the C.B.C. considered dropping the Dominion network because of the present situation?

Mr. FISHER: That is not on this part of the agenda.

The CHAIRMAN: I cannot see that it is on this at all, at the present time.

Mr. TAYLOR: It is relevant, in view of the fact—

The CHAIRMAN: I do not consider it to be relevant at all; I am sorry.

Mr. LAMBERT: Mr. Chairman, arising out of Mr. Gilmore's observations on Mr. McQuillan's question as to the nature of the increased demand and the relationship to cost: Mr. Gilmore stated that as demand for television increased, so it appeared that costs increased as well. But did they increase at an increasing rate, a constant rate, or at a declining rate—or you might arrive at a point where they met?

Mr. GILMORE: This started in about 1952, when we started our service, and the curve crossed over at about—if I remember correctly—1956-57. There was a cross over of that curve. I cannot remember the month. But up to that time we had accumulated quite a bit of surplus—as I answered Mr. Pickersgill a few minutes ago. Then there was a point reached where we were using that surplus to continue developing the service, because our service had not been developed.

You must remember this is based, too, not on a constant service of from six in the evening to midnight; it was moving back during the hours, providing children's programming and women's programming in the afternoon. That is why I say the increase will continue, or had continued, because there was more service to be provided—and that is the cost.

Mr. LAMBERT: Did that increased service increase your costs at a declining rate, a constant rate, or an increasing rate?



Mr. GILMORE: The increased development of service in the afternoon hours is at a cheaper programming rate. For the microwave network it is a little more expensive, because you go outside the contract hours. But I think the key to your question—if I can just get at the dilemma here this way—is this, that we have never received income on the basis of \$15 per television home. Our costs have not yet reached that \$15.

We received income on the basis of an excise tax levied on the sale of television receivers. Early on in television there was a slight bend on the curve—a reverse bend—and then it went very steeply up as income exceeded what we expected. The sales of sets were faster, showing two things; that our service was being well received, and that the public did want television per se. This led—again I come back to this—to the need for more service.

There was a good deal of pressure on us for types of service we were not giving, and this whole complex raised the whole curve up to a point, at about 1956-57, where the cost of the service crossed over with what we were getting from television receiver sales—excuse me for being so long, sir.

The CHAIRMAN: Go ahead.

Mr. GILMORE: Receiver sales, which had climbed fast in the early years, started to flatten off as we got around the 70 per cent saturation in some of the cities, and therefore our income decreased accordingly.

The CHAIRMAN: Mr. Henderson, might I ask: if you had reached your projected \$15 figure, what would your deficit be?

Mr. HENDERSON: It would be greater than it is now, by—

The CHAIRMAN: By 4, 5 or 6 per cent?

Mr. HENDERSON: Yes, by 6 per cent.

Mr. LAMBERT: Developing what Mr. Gilmore had to say here: in the original instance, what relationship was there between this \$15 figure and the determination of the level of the tax? Was there a relationship between the two, in the determination?

Mr. GILMORE: I am afraid that is policy beyond my knowledge, sir. I just do not know.

The CHAIRMAN: That would actually be a 33½ per cent increase, Mr. Henderson, on the other?

Mr. HENDERSON: Yes, it would be.

Mr. PRATT: I have a supplementary question, Mr. Chairman. Is there any indication of a second set per home having any effect on this levelling off of the sales of sets; or has the sale of sets pretty well become horizontal now?

Mr. GILMORE: The sales of sets have taken a downward dip, slightly.

Mr. PRATT: Actually downward?

Mr. GILMORE: A little downward, yes. 1957 was the peak year.

Mr. PRATT: Is there any indication of any effect from second sets per home?

Mr. GILMORE: I have not seen any trends projected that way, sir.

The CHAIRMAN: Are there any further question on Item "5"?

Mr. MUIR (*Lisgar*): I have a question that is supplementary to one Mr. Pickersgill asked some time ago. Perhaps we have lost the continuity a little bit; but I think it still applies. While it may be true to say that under the mandate the C.B.C. has from parliament anything recoverable from sponsors is a net gain, would it not be a good idea for management itself to regard the operating deficit as a loss?

Mr. HENDERSON: Management does not regard it in that sense. We think a proper description of it is "a net operating requirement". But, obviously, it is a profit and loss business; we do not disguise that fact. But we are operating under an act which requires that we provide a national broadcasting service. That is what we are doing and that is what it is costing. We pick up what we can elsewhere and, I think, what you call the difference becomes academic.

The CHAIRMAN: Gentlemen, can we leave 5. We have Item 6—principles on which annual budgets are prepared.

Mr. HENDERSON: I thought perhaps I had covered that.

The CHAIRMAN: I think you have. Are there any further questions in connection with 6? Is it agreed that we proceed to No. 7?

Agreed.

The CHAIRMAN: Gentlemen, now we come to C.B.C. rate structure; are there any questions on that? Mr. McGrath, did you have some questions?

Mr. McGRATH: I am trying to follow this, in terms of the agenda. Is it No. 8 on the agenda?

The CHAIRMAN: No, No. 7—the C.B.C. rate structure. Mr. Johnston is the assistant controller of broadcasting (commercial), and he will be our witness on this.

Mr. BELL (*Carleton*): Perhaps we should have a general statement from Mr. Johnston first in connection with the principles on which the rate structure is based.

The CHAIRMAN: Yes; have you a statement, Mr. Johnston.

Mr. W. R. JOHNSTON (*Assistant Controller of Broadcasting (Commercial)*): It is broken down into four areas really and, broadly of course, into television and radio, and under each of those main headings into network and selective business.

Mr. McGRATH: Mr. Chairman, before he proceeds, in view of the time which we have left to sit—until 11 o'clock—could we have his statement now and then adjourn and pick it up from there at the next sitting?

The CHAIRMAN: It will depend on the time it takes him to give his statement.

Mr. JOHNSTON: This will not take many minutes. First of all, I would say that rates, whether they are network rates or selective rates for individual stations, must be related just as the advertising rates of a publication are related to the circulation that it delivers.

In the case of the television network, if I might speak first on that, we have established our network station rates based on a formula that was worked out in conjunction with a committee representing the private affiliates. It is based on what we call the unduplicated network, the A and B potential coverage of each network station. It takes into account, what we think is proper—that an advertiser buying the network should not pay more than once for any given television home. So, by statistical methods, which are based on figures supplied to us by the dominion bureau of statistics and the R.E.T.M.A., which is the Radio Electronic and Television Manufacturers Association, we do projections each year—and this is done in the spring of each year—as to the number of television homes that there will be in the country as of the following January 1. Our rate changes actually are made on July 1 but, as is customary in the industry, a six-month rate protection is given to current advertisers.



In the case of a station that has no duplication, we then determine the number of television homes within its A and B contours. In other cases we note whether there is an area of overlapping between one station and another; we determine the line of equal service between these two stations, and allot the number of homes on one side of the line to one station and those on the other side of the line to the other station. Having determined then what these figures are, we relate them to a rate schedule or curve, which is worked out with each affiliate, and the indicated network rate results from that.

As I say, we have used the above method for some time. However, back in 1956, it was modified to a small extent; that is, the rate curve was; and it has been in use since that time.

In meeting with our affiliates from time to time, it has been suggested that perhaps a better method of setting network rates might be found, one which would take into account in some measure the circulation, setting up one station as against another, particularly in areas where there is overlapping. We agreed we would study this, and we have been studying it for a good many months now. It has been a very complex thing to do. Our next step is to complete the study, which we hope to do within the next few weeks. We then intend to bring it forward for further discussion with our own affiliates. Meanwhile, the rates as of July 1, have been set in accordance with the same method as used for the past several years.

If I might go then to our local sales on the stations we own, here again we go out to get as much as the market will bear. But once more we have to relate the rates that we charge to a circulation that is delivered by the station; and we have to take into account a further factor, that is, in some areas of the country, advertisers themselves may not place as high a value on a market of a given size, as they would to another market of a given size. We have to keep our eye pretty closely on the sales pulse at each one of these locations. For instance, at the present time, of our eight CBC stations, there are two, as I recall, our English stations in Montreal and Toronto—where our selective rates are somewhat higher than our network rates.

Mr. McGRATH: Are you talking about radio or television?

Mr. JOHNSTON: I am still talking about television. In all others, except one, we have established the selective rate at the same level as the network rate, simply because it is the best rate that we feel we can get for those stations in those markets; and there is one case, which happens to be our French-language station in Ottawa, where we have found it necessary to set our selective rate a little lower than the network rate. We had a peculiar station in the Ottawa area—and I do not know of it obtaining anywhere else—where because the French-speaking population in this area is to such a large extent bilingual, a good many advertisers feel they can reach that market quite effectively—perhaps not fully, but rather effectively, by means of their English advertising. This has been our experience not only in television but in radio down through the years.

Turning now to our radio networks, the situation is that the last general revision of our radio network rates took place in 1952. There were further minor revisions in 1953 but, by and large, the radio network rates have remained unchanged since that time. Now, of course, during this period television advertising was forging ahead; radio network advertising was steadily declining. Advertisers were diverting their radio ads to television to an increasing degree. So, it was our view during that period that if we had made further upward revisions in radio network rates we would have succeeded merely in driving more business off the radio networks. We also had the feeling that in due time—and we did not know how fast this would happen—there would come a levelling off in television viewing and a resurgence of interest in radio listening. This, I think, has definitely happened. It reflects, among other things on the part of

radio stations and radio networks generally, a recasting of their radio program service, the devising of new programs and new techniques, and this has had quite an effect, both in the United States and Canada, in the development of an upward swing in radio listening. So, because of this we have had under way now for several months a complete review of our radio network rates. This has been an involved study. There are about 117 stations all told which we had to consider individually. At the moment we are getting close to finalizing this study, and I would expect that once it is finished and after we have management approval of it, that revision in network rates will then be made.

The CHAIRMAN: When do you expect to be finished?

Mr. JOHNSTON: I would expect within the next month.

Finally, Mr. Chairman, there is just one other thing. In respect of our own C.B.C. radio stations, as I believe already has been said at earlier meetings, for quite some time we were not too active in the selective advertising field on C.B.C. radio stations. The recommendation was included in the report of the Fowler commission that we become more active in this area. We got under way with this, particularly in the Ontario region as a starter, early in 1958.

At the same time we made certain upward revisions in our selective rates for all our radio stations and, more importantly that that, we changed what we call the time classifications. Whereas class A, the highest rates, previously had applied to night-time, we now made them apply to day-time. The over-all effect was to increase quite substantially the rates charged for the times of the day we could sell. We did this on rather an experimental basis in order to see how the thing would work out. We had in the back of our minds that possibly every two years we might have to make further revisions in those rates. This we have done.

At July 1 we introduced further new rate cards and that is where the matter stands today. Over all, for the periods we can sell, we have increased our selective radio rates to some degree.

The CHAIRMAN: Thank you. Gentlemen, will you please hold your questions until this afternoon. We will reconvene at three o'clock.

May I have your permission to insert the three further statements, the summary of construction 1953 to 1958, the costs of microwave and conditions of rental contracts, and the costs of rental of studios and rehearsal halls.

Agreed.

Mr. McGRATH: Could we have the new rate structure as of July 1? Could we have that this afternoon?

Mr. JOHNSTON: The new television rate cards are not yet printed. The rates have been announced to the agencies by circular letter. They are on the press now and will not be available for another couple of weeks.

Mr. LAMBERT: Are you going to call any further meetings this week?

The CHAIRMAN: We might call one this evening.

#### AFTERNOON SESSION

THURSDAY, July 9, 1959.

3 p.m.

The CHAIRMAN: Miss Aitken and gentlemen, we have a quorum.

May I have your permission to print in the appendix two further items that have been delivered to us, one entitled "International Service—the cost



per language section, 1957-58", and then some answers to some questions by Mr. Egan Chambers. Gentlemen, is that agreeable?

Agreed.

Mr. BELL (*Carleton*): Are these being distributed now?

The CHAIRMAN: Yes, they are being distributed now. While they are being distributed, I understand Mr. Tremblay has a short question.

Mr. TREMBLAY (*Interpretation*): Mr. Chairman, have you not received a letter from Mr. Pierre Chaloult from the *Le Droit* in connection with the questions put respecting him by Mr. Johnston?

The CHAIRMAN: Yes, I received it and Mr. O'Connor, our Clerk of the Committee, has it. We shall bring it up in the steering committee, when next we meet, which will be tomorrow. Is that satisfactory, Mr. Tremblay?

Mr. TREMBLAY: Yes, thank you.

The CHAIRMAN: Mr. Johnson, have you a supplementary on that?

Mr. JOHNSON: No, it concerns a question about some information I have asked about C.B.C. films; this was to be brought before the steering committee.

The CHAIRMAN: Yes, and we have not had a meeting since.

Mr. Gilmore, you now have an answer to a question asked by Mr. McGrath this morning.

Mr. GILMORE: Yes. This was in connection with the hours of live production in Toronto and Montreal. The average position is as of last year that a year of production out of Toronto would be just under 1,600 hours, and Montreal, 2,600 hours.

The CHAIRMAN: Thank you very much; is that satisfactory, Mr. McGrath?

Mr. McGRATH: Yes, thank you.

The CHAIRMAN: Miss Aitken and gentlemen, we completed Mr. Johnston's statement this morning. Now, are there any questions under Part D. Item 7.—C.B.C. Rate Structure?

Mr. McGRATH: I understand from what was said this morning that there has been a new rate structure.

The CHAIRMAN: That is right.

Mr. McGRATH: In effect since July 1, for radio and television.

Mr. JOHNSTON: Mr. Chairman, the new network rates for television came into effect on July 1 and there were also some revisions in our selective rates; by that, I mean our individual station rates in television as of July 1. Also, on July 1, some modifications in our selective rates for radio stations and, as I mentioned, our study of radio network rates have been going on for some time, and it is not yet completed.

Mr. McGRATH: Are your local rates set on your potential audience or your actual audience?

Mr. JOHNSTON: We have to relate our station rates very definitely to the audience to which we deliver.

Mr. McGRATH: Just for clarification, would you perhaps explain that.

Mr. JOHNSTON: Well, I think I would explain it this way. You cannot relate your rates to your own whole potential because you do not deliver that potential. You adjust your rates—with one eye, shall I say—on the share of audience that you are getting in your market, and also an eye on the value of that market to the advertiser, and what the advertiser in general is prepared to pay.

Mr. McGRATH: At that rate, would not this make your rates in a fairly small competitive area, where the market was held by private stations, rather lower than the private stations?

Mr. JOHNSTON: Yes, it would make it lower.

Mr. McGRATH: Lower?

Mr. JOHNSTON: Yes, very definitely; but the degree to which it would be lower would depend on the market.

Mr. McGRATH: Even though perhaps in most cases your power outlet would be greater than the private station?

Mr. JOHNSTON: That is only part of the answer.

Mr. McGRATH: It is your ability to deliver a signal?

Mr. JOHNSTON: Yes. You have to consider not only the power of your transmitter, but where your transmitter is located in relation to the transmitters of other stations, which may be closer to the heart of the centre of population.

Mr. McGRATH: Well, Mr. Johnston, does not this result in quite a lot of protest from the industry? Does it not, by the stations who take exception to the fact that the Canadian Broadcasting Corporation are selling below their rates.

Mr. JOHNSTON: I am not aware of any general complaint in this area.

Mr. McGRATH: This was raised in parliament last winter in respect of the Montreal market, if I am not mistaken, and another market as well.

Mr. JOHNSTON: I believe there may have been one or two instances; but I am not aware of any general complaint of this nature.

Mr. McGRATH: Is an effort ever made to standardize your rates with other rates prevalent in the industry in a particular location?

Mr. JOHNSTON: I do not know that it can be said there is any standardization as such among the rates of other television stations or radio stations across the country. I think it has to be settled by each individual station having regard to the market in which it is serving.

Mr. McGRATH: My point is rates have to be competitive. They must be competitive with one another and be competitive to the point of still being within the confines of good business ethics. Is that right?

Mr. JOHNSTON: That would be right; yes.

Mr. McGRATH: How much would the difference be—this is a rather difficult question to phrase without giving a specific market.

The CHAIRMAN: Can you mention the market?

Mr. McGRATH: Well, in the Toronto market, for example—better still, I will give you the Windsor market where you only have C.B.C. radio. What would be the difference in the C.B.C. rate card locally and the local radio station?

Mr. JOHNSTON: I could not answer that. The information is published, but I do not have it with me.

The CHAIRMAN: All the local stations would be Detroit stations?

Mr. JOHNSTON: There is one Windsor station.

Mr. McGRATH: Is there an instance where your rates are 50 per cent lower than the independent radio station?

Mr. JOHNSTON: Again, I could not answer that specifically.

The CHAIRMAN: Is there any person here who could answer that?

Mr. JOHNSTON: I have not studied it specifically. This information could be obtained. I have not done that type of study.

Mr. McGRATH: Were the other rate cards in the industry standard before you set up your own rate structure?



Mr. JOHNSTON: I would say we have never attempted to set our rates on any basis other than the circulation that we deliver and the rate which we think we can get for that circulation.

Mr. McGRATH: Irrespective of your overhead in that particular operation?

Mr. JOHNSTON: I come back to what I said this morning, that your rates have to be based on the circulation that is delivered and the rate that the advertiser will be prepared to pay for it.

Mr. McGRATH: I know; but if a private radio station could not realize a profit it would not be in business. If it could not break even it would have to go out of business. I would suggest this should be considered in setting up your own rate card.

Mr. JOHNSTON: I feel it comes back to the basic type of program. The over-all programming pattern of C.B.C. stations generally provides a pattern of programming which we know will not deliver what you might call a mass audience.

Mr. McGRATH: Do you have a campaign within the organization to go after, in a serious way, local commercial business? Do you have your own local sales promotion? Is it encouraged? Do your own respective station managers have authority to put on sales promotions in order to encourage local business?

Mr. JOHNSTON: Not so much at the individual station level. We have a very active sales force at Toronto and Montreal handling what we call national selective sales. I might ask at this point if we are speaking of radio or television?

The CHAIRMAN: I think the question was in respect of radio.

Mr. McGRATH: I was rather thinking in terms of both, but primarily radio because that is where you are mostly concerned with local business.

Mr. JOHNSTON: Yes. At the Toronto and Montreal commercial offices we are split into radio and television. There are two separate divisions in those areas in that the television field is split into network sales and national selective sales where we are trying to sell from Toronto and Montreal selective business on all our television stations. We do the same thing in radio where we try to book business on our stations, if not on the entire group, then on as many of them as we can. There is definitely a continuing sales effort going forward in that area.

Mr. McGRATH: Overhead is not a factor in determining rates.

Mr. JOHNSTON: No; I would say it is not.

The CHAIRMAN: Any further questioning on rates structure?

Mr. BELL (*Carleton*): Mr. Chairman, I am not clear, from what Mr. Johnston said this morning, as to the effect upon the rates structure which was forecast, of the possible entry of private stations into what are now the exclusive TV areas.

Mr. JOHNSTON: Mr. Chairman, I do not believe I touched on that subject at all. Indeed, I do not know that I can at this stage. This is in the future, and we have not reached any firm conclusions in our own minds.

Mr. BELL (*Carleton*): Would you feel that would result in a substantial reduction in your rate charges in those possible competitive areas?

Mr. JOHNSTON: This is something that conceivably might happen, but I would feel at the moment it would be more likely to level rates off and, as it were, freeze them where they are.

Mr. BELL (*Carleton*): Existing rates would continue throughout those areas?

Mr. JOHNSTON: This would be my thinking at the moment. Circumstances might well dictate otherwise.

Mr. BELL (*Carleton*): Why would you believe that?

Mr. JOHNSTON: I would say that, for one thing, the markets are going to increase, the number of television sets—we have not yet reached the saturation point—so that in markets where second stations may come into operation it is reasonable, I think, to expect that set circulation will continue to grow. There will then be a division of the areas between whatever stations are heard in the area.

It might be that some reduction in rates might be necessary; but my thinking at the moment is it would be likely these rates would level off.

Mr. BELL (*Carleton*): You do not believe the introduction of private TV will result in any loss of revenue to the C.B.C.?

Mr. JOHNSTON: No, that is entirely another thing. What your rate is and how much business you have at that rate—they are two different things. If the business is split, then it is only reasonable to assume there would be a reduction in revenue.

The CHAIRMAN: Mr. Johnston, do you, under your jurisdiction, more or less consider yourself sales manager? Do you have this sales department under your jurisdiction?

Mr. JOHNSTON: No, Mr. Chairman, I do not. At head office my particular areas have to do with commercial policy in general, the rates structures of our networks and stations; and also the administration of our commercial projects across the country. Sales headquarters for the English network is at Toronto; and for the French network, at Montreal.

The CHAIRMAN: Any further questions on rates structure?

Mr. McGRATH: I have one final question.

The CHAIRMAN: Yes, Mr. McGrath?

Mr. McGRATH: Mr. Johnston, we heard earlier in these hearings about a system of cost accounting,—

Mr. JOHNSTON: Yes.

Mr. McGRATH: —in the corporation, where in the costs of the capital expenditure this system of cost accounting was used, whereby part of the president's, the vice president's and managerial salaries went in the make-up of your cost, your capital expenditure.

You do not have to answer this, but do you not feel it would be wise to carry this practice into the setting up of your rates?

Mr. JOHNSTON: Mr. Chairman, I am not versed in cost accounting.

The CHAIRMAN: That would be cost accounting and Mr. Henderson might be able to answer that. Mr. Henderson, maybe you would like to answer that?

Mr. HENDERSON: If I understood Mr. McGrath's question correctly, he was referring to the overhead which you saw added to the program production costs which were tabled; and I made a statement in which I outlined what that overhead is intended to recover and how it has been the corporation's practice to add it to each of its published costs.

I think your question, Mr. McGrath, to Mr. Johnston—as I interpret it—is: should not that factor be taken into account in the setting of the corporation's rates. Is that the question you wish to ask, Mr. McGrath?

Mr. McGRATH: That is the question.

The CHAIRMAN: Yes, that is the question.

Mr. HENDERSON: I would respectfully suggest, in setting the corporation's rates, that overhead is taken into account; but there is also another factor that has to be taken into account, and that is, what the market will bear.



Were the entire overhead to be taken into account, and were we able to realize the result in an increase, we would be on a break even basis, or showing a profit in the entire operation. But it is not practical because the advertiser, as was explained earlier, is going to pay what that time is worth to him viz-a-viz other media.

Therefore we have to draw a line in arriving at a rate and in arriving at a realistic one in terms of the market. That is the point that Mr. Johnston is making, sir. We are perfectly aware of the incidence of this overhead, very well aware of it, I may say.

The CHAIRMAN: Miss Aitken and gentlemen, may we proceed to Part E., Organization?

Mr. CHAMBERS: Mr. Chairman—

The CHAIRMAN: Do you have a question on D, Finance?

Mr. CHAMBERS: I have questions on finance, on the forecasts arising out of these returns that have just been made.

The CHAIRMAN: Proceed, Mr. Chambers.

Mr. CHAMBERS: To whom do I address myself?

In the cost per language section of the international service, under A, we have central and eastern Europe, German, Polish, Czech, Russian, and Ukrainian, with salaries of seven each, \$36,000 times five. I do not know what seven each means.

Mr. HENDERSON: These figures have just arrived from our international service in Montreal and I have only seen this schedule for the first time. I interpret it to mean—perhaps if the schedule were set up in a slightly different pattern, it would be self-explanatory—but the salaries for the sections of the five countries is \$36,000; so five times that is \$180,000 for each of the seven sections; seven German, seven Polish, seven Czech, seven Russian, and seven Ukrainian. I would interpret that to mean that each of the individuals, 35 of them in all, would be pulling down about \$1,000 apiece, or about \$80 per month, based on eight hours of work per day. They are not on full time. Perhaps my associates would check on that, but that would seem to be logical.

Mr. CHAMBERS: I know there are some full-time people employed, but I do not know how many.

Mr. HENDERSON: There may be some exceptions. I was just taking the average.

The CHAIRMAN: Would you like to check it?

Mr. HENDERSON: I would be glad to.

Mr. CHAMBERS: Under D, we have \$50,000 for salaries in English, and performers' fees of \$25,000. Does the international service broadcast in English, and if so, to whom?

The CHAIRMAN: May I suggest that Mr. Henderson review this whole matter and we can check with him again tomorrow morning.

Mr. CHAMBERS: Under printing and publications, on page 432 of the minutes, I noticed there is a doubling of the cost of printing and publications, and that advertising and publicity have also doubled. I have the answer for printing and publications but not for advertising and publicity. It is not a terrific item, but it went up from \$6,000 to \$12,000.

Mr. HENDERSON: I shall bring that down as well.

Mr. McGRATH: I believe Mr. Henderson has some information for the committee with respect to paragraph 2, analysis of financial statements.

The CHAIRMAN: Were you able to get this together?

Mr. HENDERSON: Well, it was not on that. I thought that Mr. McGrath was referring to an earlier reference to the action taken to implement the Fowler commission report, as distinct from financial statements. The financial statements are limited to the 1958 ones, as to which no questions arose. But I have some comments on the action taken to implement the Fowler commission report.

The CHAIRMAN: We will get that later. We are on organization generally, and Mr. Carter is sitting beside Colonel Landry. Does Mr. Carter have a statement?

Mr. MARCEL CARTER (*Controller of Management, Planning, and Personnel, C.B.C.*): I would like to make a short statement if you would permit me.

The CHAIRMAN: Very well.

Mr. McGRATH: Before Mr. Carter proceeds, this part E reads:

organization generally

(a) analysis of organization charts and examination whether responsibilities of respective departments and divisions are fully defined.

I thought this question was covered before we got down to this agenda.

The CHAIRMAN: A lot of this is pick up. If you will recall it, Mr. Carter went through the organizational chart with us at one of our earlier meetings, and if there are any questions which were missed at that time, this is our last opportunity to ask them. If you are not repeating any statements you made before, Mr. Carter, would you please continue now?

Mr. CARTER: In his initial presentation to the committee, Mr. Bushnell submitted charts that give a picture of the main functions and relationships of the various groups that make up the organization of the corporation.

Before dealing with questions the committee may wish to ask on the functions of the principal officers at head office and in the field, I would like to say something on the development of the organization of the corporation.

Prior to television in 1952, despite dispersal of stations, production centres and facilities, the corporation was tightly controlled through functional divisions with heads of each being located centrally in order to report readily to the general manager.

Several years ago to take care of the developing workload, particularly as a result of television, it became necessary to consider means or ways of delegating responsibility for decision-making as close as possible to the scene of action, which lead to a decentralized approach to organization planning. This decentralization is still going on and has been a gradual one. I am sure if Mr. Ouimet were here he would tell you that organizational development has been difficult, and is still complicated, by the heavy load placed on the senior staff of the corporation to keep the current operations under way.

He would also indicate that we are going through a transition period. The recent changes in the act, the appointment of a new board of directors, the difficulties we have encountered in the past few months have impeded our progress in this area.

It is just over a year since Mr. Ouimet decided that the task of developing and defining the organization structure required the full time of a small group who could specialize in management planning and development.

At this time also it was made clear that in organization work it was not intended to destroy the individuality and personality of our executives. A program was submitted in order to determine and clarify the responsibilities of each segment of the organization so that those responsible for an area will know how they can act on their own initiative, and if they have to refer decisions to others, to whom reference should be made. An endeavour was made to secure the cooperation of all senior executives in this program.



We can therefore consider organization planning in the Corporation as the process of setting up administrative units to conduct operating activities of the corporation in geographical areas in line with established policies. Operating management should have control of the essential elements of their operation such as personnel, allocated budgets and production.

Management at head office, however, cannot relinquish through delegation the responsibility for the total activities of the corporation. This is done by establishing:

- (a) Over-all objectives, policies and plans.
- (b) Systems of communications, so that management at all levels will understand these corporation objectives, policies and plans.
- (c) Means of evaluating and controlling the performance of operating management.

As in any well run organization, the structure of the corporation is authorized and enforced by the chief executive, but each officer in charge is responsible for recommending the duties, relationships and form of his unit and may ask for and obtain consultant assistance from management planning and development.

The structure of the organization to operate and control the activities of the C.B.C. has been and is being built in relation to many factors. These include the nurture of a proper atmosphere to enable creative people to plan and present programs in radio and television; the operation and control of activities at facilities widely dispersed geographically; the central direction, co-ordination and control of complex and difficult operations to provide a national broadcasting service in two languages.

Mr. Chairman, that is my preliminary statement. I do not know whether you would want me to talk about specific responsibilities.

The CHAIRMAN: We will see if there are any specific questions.

Mr. McGRATH: I see here by the chart—which is not identified by any specific code number—that the total for the Ottawa staff is 393; is that correct?

Mr. CARTER: For the headquarters in Ottawa, yes.

Mr. McGRATH: Your Toronto staff is 2,316?

Mr. CARTER: That would be the Toronto studios and the transmitter.

Mr. McGRATH: Would it be more economical to have your headquarters in Toronto at the base of the operations?

Mr. CARTER: Toronto is the headquarters for English network operations. We also have the French network operations located in Montreal—and the Ottawa group has as much responsibility over policy and general direction in Montreal as they have over Toronto. The relationship should be the same.

Mr. McGRATH: I should rephrase my question.

Mr. BELL (Carleton): You certainly should, or you are going to get into an argument with the member for Carleton very fast.

Mr. McGRATH: I was going to suggest, in the interest of good, sound economics within the corporation, would it not be better to have the headquarters of the corporation in either Toronto or Montreal?

Mr. CARTER: Outside of the economic factor, if I might mention it, the Act specifies the head office of the corporation is to be located in Ottawa.

Mr. PRATT: Mr. Chairman, I have a supplementary to that, going back to something I raised at one of the first meetings of this committee. I asked at that time if it might not have been better to have concentrated all production in a city such as Montreal—where you can produce bilingual shows—rather than have two very expensive, repetitive production centres, in a

country the size of Canada—17 million people—whereas in the States you only have two production centres, with about 180 million people, Chicago being comparatively unimportant from the television point of view? If somebody could answer that question today, I would be very much obliged.

Mr. CARTER: For one thing, you mentioned repetitive. I can assure you that the Montreal facilities are over-taxed at the present time to meet just the requirements of the French network.

Mr. PRATT: By "repetitive" I mean the overhead, the offices—I will not use the word "bureaucracy"; that would not be too popular, I imagine—costuming, carpentry, manufacture of sets, make-up: all these things are needed in both places. I am not suggesting you could combine these two in your facilities on Dorchester street; but might it not have been better planning from the very beginning had some large area been taken out in the suburbs, where you could have had a single-storey production rather than a multistorey production such as you have on Dorchester street, in the light of the fact that in New York they have found it uneconomical to bring wood and materials into the centre of the city?

The CHAIRMAN: Is there enough land out in Dorval, Mayor Pratt?

Mr. PRATT: I am not thinking of Dorval; more towards the centre; but certainly in such a centre as the film board has taken up—

The CHAIRMAN: We are getting into observations.

Mr. PRATT: I am asking a question, if I may have an answer.

The CHAIRMAN: What is your question?

Mr. PRATT: May I have it repeated by the reporter?

The CHAIRMAN: Mr. Fisher?

Mr. PRATT: Mr. Chairman, I am waiting for an answer on that. I am asking if it might not have been better planning at the very beginning to have had one—

The CHAIRMAN: I do not think it is within Mr. Carter's scope to answer that.

Mr. LANDRY: That is a question of higher policy for the members of the board. What we have now has been decided, and any changes will be a matter for the board.

Mr. PRATT: Mr. Chairman, if I may make one observation. The purpose of the C.B.C. is supposed to be to tie this country together, as the C.P.R. was supposed to do. Here we have a divisive force operating; we have the entire English production concentrated in Toronto and the entire French production concentrated in Montreal. If the artists, the cultures of the two centres were rubbing shoulder to shoulder and working together, we would have the sum of the two cultures—each would work upon the other and in that way we could find a Canadian culture of our own. When they are in separate cities, each one works on its own. One production centre for both would help this country artistically and culturally. However, I will not make any further observation.

Mr. FISHER: May I make an observation?

Mr. LAMBERT: Let us have an answer, Mr. Chairman.

The CHAIRMAN: You had your answer from Colonel Landry, to the effect that this was a decision made by management some years ago, and the sins of their forefathers, more or less.

Mr. LAMBERT: If you assume there is a sin, is it necessary to perpetuate it?

The CHAIRMAN: It was just the chair that said there was a sin.

Mr. PICKERSGILL: A supplementary question: is Toronto a sin?



Mr. PRATT: Montreal is a very typical Canadian city.

Mr. FISHER: It is not typical.

Mr. PRATT: And it is an English-speaking city as well as a French-speaking city.

The CHAIRMAN: Let us not have observations but questions.

Mr. FISHER: Out of your observation on that, could you give us a breakdown of French Canadians and English Canadians, in terms of total figures?

The CHAIRMAN: Do you mean a breakdown, or in total?

Mr. FISHER: No, I do not mean costs; I mean staff.

The CHAIRMAN: That will come under personnel.

Mr. McGRATH: Would that not be on this chart?

Mr. FISHER: If I am following what Mr. Pratt has said. A lot of these people in Montreal—

The CHAIRMAN: You will find that under personnel statistics for five years. That is the next item.

Are there any questions of Mr. Carter on the over-all organization? Then, Miss Aitken and gentlemen, we will proceed to personnel. Mr. Carter is going to be our witness on that, Colonel?

Mr. LANDRY: Yes.

The CHAIRMAN: This is the first part of personnel, under (a)—personnel statistics for five years. Are there any questions on (a) of personnel? You had a question, Mr. Fisher, did you not?

Mr. FISHER: Do you remember it?

Mr. CARTER: Mr. Chairman, I cannot give a precise answer, but if it is satisfactory, I consider it is close to 30 per cent—close to a third.

The CHAIRMAN: Could you find it in this chart?

Mr. CARTER: No, it is not broken down in that way.

Mr. FISHER: Could you indicate how much of that 30 per cent falls within the purview of the French television network?

Mr. CARTER: A great majority of those employees are in the French network.

The CHAIRMAN: Are there any further questions on (a)? Then, gentlemen, we will pass on to (b), recruiting policy, public competition.

Mr. BELL (Carleton): Is that the practice—

Mr. CARTER: I could make a short statement on that.

The CHAIRMAN: If you would like to make a short statement on that, please proceed.

Mr. CARTER: The policy of the corporation is to promote within the service whenever possible. Vacancies occurring within the corporation are made known to staff, whose applications receive consideration before such vacancies may be advertised at large.

Where the vacancy is not filled from within, applications are solicited from outside the corporation by means of advertisements in newspapers or trade journals and contact with the various agencies and schools which constitute the source of recruitment.

The recruitment and selection functions are performed by the employment offices at the various locations in close conjunction with the department heads concerned. Depending upon the nature of the vacancy, the initial contact with the applicant may be made by either the employment office or

the department head. It is the latter who makes the selection as to the successful applicant, which selection is usually supported by advice received from the employment office.

Where there are many applicants for any given position, a file of applications containing an evaluation of qualifications and experience gathered by the employment interviewer is consulted and usually provides an acceptable candidate.

The employment office is responsible for ensuring that each application, solicited or unsolicited, is given consideration and also that the applicant is kept informed of the corporation's decision. Unsuccessful applications are retained on file for varying periods of not less than one month.

Certain types of employees are hired on the basis of tests, which are administered in the employment office and the results forwarded to the departments concerned.

It is the corporation's policy to interview all applicants who present themselves at the employment office, whether or not a specific job is available or whether only general information concerning employment opportunities is being sought. That is all.

Mr. McGRATH: Mr. Carter, what is the policy of the corporation with respect to applicants other than Canadian citizens?

Mr. CARTER: We endeavour at all times to give preference to Canadian citizens; but if there are positions where it is difficult to get a Canadian citizen, we might hire a non-Canadian citizen. But we usually request him to express his intent of becoming a Canadian citizen at the time of hiring, and this intent is expressed by contacting the Department of Citizenship and Immigration and getting the permit.

Mr. McGRATH: In terms of air personnel, the corporation obviously are not reluctant to put an announcer on the air who has an accent foreign to Canada; for example, a person with a British-type accent which is not compatible for commercial radio in Canada.

Mr. CARTER: On that, it is not a question of nationality, I would say; it is really a question of competence and ability to fill the job required. I would think that a strong foreign accent would certainly be an impediment to a person wishing to be hired as an announcer.

Mr. McGRATH: But the point I would like to make is that preference is given to Canadian citizens?

Mr. CARTER: Definitely.

Mr. McGRATH: In specific types of—

Mr. CARTER: For all types of employment we try to hire Canadian citizens first.

Mr. TAYLOR: How many non-Canadians are there employed by the C.B.C.?

The CHAIRMAN: Can you answer that?

Mr. CARTER: I cannot give that offhand, sir.

Mr. LAMBERT: In your recruitment do you find that you get quite a flow into the C.B.C., or a flow out of the C.B.C. into the field of private radio and television?

Mr. CARTER: When new television stations were opened we have lost some employees; but generally it has been—in radio particularly—the reverse, that announcers and technicians from private stations have been coming to the corporation.

Mr. LAMBERT: In other words, do you feel that you are getting more from private stations than you are furnishing private stations—shall we say, the ebb and flow of staff?



Mr. CARTER: The experience has been such in the past.

Mr. LAMBERT: Can you hazard an opinion as to why that might be?

Mr. CARTER: Well, we have rates of pay in most areas set by collective agreements, which generally meet the going rates in Canada, and we are operating networks and as such we require the best qualifications of technicians and announcers, and I do not believe that, in general, private stations pay those rates.

Mr. FISHER: Last year there was a case in which the loyalty of a certain C.B.C. person—a candidate for employment—was in question, and there was a study of the matter by the Minister of Justice and, I believe, some kind of ruling.

Could you explain to us, in the light of that, just what is the relationship in this regard between those seeking work, their applications, and the screening that they may go through?

Mr. CARTER: Mr. Chairman, I would like to state that all employees are screened. We follow the general practice of the government in this respect.

Mr. FISHER: In other words, it is identical with the Civil Service practice, as far as you know?

Mr. CARTER: Yes.

The CHAIRMAN: Similar, more than identical?

Mr. CARTER: It would be similar; and we seek advice from the same sources.

Mr. FISHER: Are there any reviews of screening after the employee has been working for some time? Have there been any occasions in recent years where you have had reviews in this matter?

Mr. CARTER: Yes, occasionally.

Mr. FISHER: What usually triggers such a review?

Mr. CARTER: It is difficult to say definitely. It may be the director of a service.

Mr. LANDRY: I can say, Mr. Chairman, I do not think it is a review as such—taking all the cases. But if a man is promoted to a certain job, then we might review his case.

Mr. FISHER: You mean, certain jobs are classed as more—

Mr. LANDRY: That is right—supervisory levels.

Mr. FISHER: There is not within your C.B.C. organization anything that would be classed as sensitive to security, or anything like that, is there? I mean, more so than the ordinary government department?

Mr. LANDRY: No, I would say that is about right.

Mr. FISHER: I would just like to give my reasons for asking those questions, Mr. Chairman. I think I should give them, because there have been some indications at various times by various members of parliament—not in this particular house—that there are people in the C.B.C. whose loyalty could be questioned; and as I am one who believes the R.C.M.P. does a fairly thorough job of screening, I think this should be an indication that the C.B.C. employees in this particular regard must be all right.

The CHAIRMAN: Do you have a question you would like to ask after that, Mr. Fisher?

Mr. FISHER: No.

Mr. PICKERSGILL: Mr. Carter mentioned collective agreements. Under any of your collective agreements—I confess I perhaps should have read them, but I have not—are employees required, if they accept certain jobs, to become members of the union?

Mr. CARTER: Membership in the union is not a requisite; but in our agreements we have a clause which covers payment of dues by people who are hired under bargaining agreements, a modified form of the Rand formula. But membership in the union is not required.

Mr. CHAMBERS: In the recruitment of, particularly, administrative personnel do you tend—you said, as a general thing, within the corporation—to take them from, say, technical and artistic people, or do you recruit people from outside with administrative experience?

Mr. CARTER: I can give as an example the manager of industrial relations, who had a background in engineering; and his assistant is also a professional engineer. Does that answer your question?

Mr. CHAMBERS: In other words, you do tend to recruit administrative personnel from technical or artistic groups within the corporation?

Mr. CARTER: We do; but not necessarily so. In other words, because they have had engineering or artistic background it does not preclude them from getting administrative positions; that is what I am saying. But they do not necessarily have to be in that area.

Mr. CHAMBERS: But the tendency is to promote them from within the corporation rather than, let us say, looking for business school, commercial graduates and that kind of thing?

Mr. CARTER: I would say that the first criterion is the ability of the man to do the job. If he is able to do the job we will give him an opportunity to get a promotion.

The CHAIRMAN: Are there any further questions on (a)?

Mr. BELL (Carleton): Yes. Has there been any external review, either of classification or of recruiting policy?

Mr. CARTER: As far as classifications are concerned, we have had a job analysis—a job evaluation system, going on since 1944.

Mr. BELL (Carleton): By whom?

Mr. CARTER: Inside the corporation.

Mr. BELL (Carleton): It is an inside review?

Mr. CARTER: Yes. But in order to evaluate jobs we are working closely with outside organizations, and we try to get certain key jobs evaluated. We establish rates for certain jobs at various levels, which permits us to evaluate our rate structure.

Mr. BELL (Carleton): What outside organizations do you deal with?

Mr. CARTER: The Quebec Industrial Relations Institute is one of them, and there are some industrial firms in Canada who make very detailed studies, and they have made the information available to us. I do not believe I would be allowed to quote the names of those firms. One of them is one of the largest corporations in Canada.

Mr. BELL (Carleton): These have been industrial relations consultants, have they?

Mr. CARTER: Quebec Industrial Relations—yes, if you take industrial relations in the wide sense of the word.

The CHAIRMAN: Were they industrial consultants as well as industrial relations consultants?

Mr. CARTER: They are an association of Canadian industries working in the industrial relations area.

Mr. BELL (Carleton): Is that a regular process, or has it been done just on an individual occasion?



Mr. CARTER: We have been doing that regularly for five or six years, I believe.

Mr. BELL (*Carleton*): And to what jobs does that apply?

Mr. CARTER: Every job in the organization that we can match with jobs in industry. They cover a pretty wide field in the service that they make.

Mr. BELL (*Carleton*): What are such jobs?

Mr. CARTER: Administrative jobs—I think the whole gamut of that; which would include accounting, stenographers, typists, clerical jobs. Then we are able to get some information on technical jobs, operators—and they are not, possibly, operators in radio but they may be for power stations, and so forth. Then on the program side it is much more difficult to get comparative positions.

Mr. BELL (*Carleton*): Do you?

Mr. CARTER: No, not from that organization.

Mr. BELL (*Carleton*): From any other organization?

Mr. CARTER: We keep in touch with the universities, with other radio stations and also with the major American networks. But, in respect to the major American networks, we have to apply a differential because of the economic conditions in Canada and in the United States.

Mr. BELL (*Carleton*): In connection with vacancies has consideration been given to the fact that the possibility of advertising only within the corporation in the first instance, might lead to a degree of inbreeding?

Mr. CARTER: Yes.

Mr. BELL (*Carleton*): And what is your conclusion?

Mr. CARTER: I have indicated that we try to find out if there is a man within the organization able to do the job. Because we have advertised and have received applications does not mean the job will be given to an employee of the corporation. If it is felt he is not qualified for the job, we seek elsewhere. We might hold our decision until we advertise outside.

Mr. BELL (*Carleton*): Do any problems of nepotism arise by reason of that fact?

Mr. CARTER: Not particularly.

Mr. PICKERSGILL: Has the C.B.C. ever been offered any assistance by members of parliament in recruiting staff?

Mr. CARTER: We get those occasionally, sir.

Mr. JOHNSON: Since when?

Mr. CARTER: I was not in charge of personnel until recently, but I can say it has been going on for a while.

Mr. JOHNSON: Were any recommendations made since 1953 by anyone from Montreal on this subject?

Mr. CARTER: We have received recommendations from members of parliament at all times.

Mr. JOHNSON: Since 1950?

Mr. CARTER: I believe since 1936.

The CHAIRMAN: I think that will conclude that type of questioning. Mr. Johnson, have you any further questions in connection with the recruiting policy?

Mr. JOHNSON: Yes, Mr. Chairman. What is the method used in hiring script assistants—and I am not asking for their addresses, Mr. Carter—take, for example, in Montreal?

Mr. CARTER: As I mentioned, we have a job evaluation system where we outline the functions, responsibilities, duties, qualifications and experience required for all jobs in the bargaining units. Now, the process for hiring script assistants is the same as for any other job in those bargaining units; we try to find a candidate who meets the requirements of the job.

Mr. JOHNSON: When you say "we", I understand you do not do this from Ottawa. Who is in charge at Montreal? Is this the responsibility of the chief of personnel in Montreal?

Mr. CARTER: The man in charge of personnel in Montreal is responsible for going over any decision that is made regarding the hiring of staff. Now, the recommendation may be made by the person in charge of the script assistants. The personnel office may submit some applications when there are vacancies. These will be screened by the person in charge. The candidates will be interviewed and a selection is made of the person who is thought best qualified to fill the job. Accordingly, a recommendation is made to the director of the region; it is further screened, and is given final approval, if accepted.

Mr. JOHNSON: Now, is this done through written competition?

Mr. CARTER: Part of the interview would consist of a written test because a script assistant is performing secretarial duties as part of her work.

Mr. JOHNSON: Does any producer attend the interviews?

Mr. CARTER: It is possible that the producer might be consulted because a script assistant would eventually be assigned to work with a producer.

Mr. JOHNSON: I am thinking of an example where a certain producer or a certain director might need a script assistant; is he invited by the chief of personnel to assist or to attend, when there is an interview?

Mr. CARTER: I said he might be consulted in the selection.

Mr. JOHNSON: There is no laid down policy by the regional director?

Mr. CARTER: We have a number of script assistants and it may very well be that one of the script assistants presently on staff would be assigned, when the producer needs her services.

Mr. JOHNSON: Now, for secretaries to producers: is there a special way of hiring them, or are they hired like any other secretaries?

Mr. CARTER: I am sorry but I did not quite hear your question.

Mr. JOHNSON: There is a secretary to each producer.

Mr. CARTER: There is not a secretary to each producer. A producer has a script assistant working with him, who performs incidental secretarial duties for him.

Mr. JOHNSON: But, actually, there are secretaries to certain producers?

Mr. CARTER: Some of the supervising producers would have secretaries, but I do not believe that producers who hold the rank and do the job of producers have.

Mr. JOHNSON: Are these secretaries hired through competition or by the producer himself?

Mr. CARTER: No, no one is hired solely by the producer; the personnel department comes in.

Mr. PRATT: Mr. Chairman, I have a question on the training of personnel, which would be an acceptable question at this time. I recall as late as 1954 working with a producer who was unaware that there was more than one lens on a camera. Have any steps been taken to correct a situation such as that, in the training of technical personnel?



The CHAIRMAN: Are there any further questions, gentlemen?

Mr. JOHNSON: I have a further question in connection with producers; how are the producers recruited?

Mr. CARTER: The producers are recruited in the same manner but the selection would be made by the program director and the director of television, who would recommend hiring them.

Mr. JOHNSON: Then, are the supervisors hired through competition or through promotion?

Mr. CARTER: By promotion. I believe there are very few from the outside. They could be hired from the outside, but in most cases it would be by promotion.

Mr. JOHNSON: Does this apply to radio as well as television?

Mr. CARTER: We have no supervising producers in radio.

Mr. JOHNSON: But, producers; you have producers?

Mr. CARTER: Yes, we do.

Mr. JOHNSON: Do you have independent or free lance producers in radio?

Mr. CARTER: On some occasions, when we had commercial radio, there were free lance producers coming in to produce commercial shows but, today, I believe there are very few, if any. Mr. Gilmore, would you like to elaborate on that?

Mr. GILMORE: Mr. Chairman, I was just trying to think of an instance. We had in Canada, for a very short term, on specific contracts, some outside producers, but not to any degree since the decline of commercial radio.

Mr. JOHNSON: Is seniority considered an attribute in a directorial function or executive function?

Mr. CARTER: All other things being equal, it would be considered, but it is not the prime consideration.

Mr. JOHNSON: Is there a difference between recruiting radio producers and television producers?

Mr. CARTER: You require a different set of qualifications.

The CHAIRMAN: But the method of recruiting is the same?

Mr. CARTER: The method of recruiting?

The CHAIRMAN: Would be the same?

Mr. CARTER: You would not look for the same qualifications in the person. You would ask more of a television producer.

Mr. JOHNSON: Was it not contended that there was a difference?

Mr. PRATT: I think lenses are rather important on a camera.

Mr. CARTER: I am sorry; I did not understand your question.

Mr. JOHNSON: I want to make sure that I get a direct answer to my question. Is there a difference, not in the qualifications, but the method of recruiting?

The CHAIRMAN: Yes, of radio and television producers?

Mr. CARTER: The method would be relatively the same. The man responsible for the work of the producer would be called upon to evaluate the candidate and, with the personnel office, would make the recommendation for his appointment.

Mr. JOHNSON: Anyone could go and ask for a job as a producer for radio and television and his case would be examined by the supervisor in charge of the particular section for which he is supposed to work?

Mr. CARTER: A preliminary screening of all applicants would be made by the personnel department and, if it is felt a candidate offers potential for a job, he would be referred to the supervisor concerned, if there is immediate need and, if not, possibly his application would be placed in a pending file and, when there is a vacancy, his case would be brought forward.

Mr. JOHNSON: Is there some kind of handbook or written instructions in the general headquarters in Ottawa or Montreal for the hiring of radio or television producers?

Mr. CARTER: There is no handbook as such, but we have the job descriptions, and these are available at all locations.

Mr. PRATT: What are the qualifications specifically required for a television producer?

The CHAIRMAN: I doubt if Mr. Carter would know that offhand.

Mr. CARTER: Perhaps Mr. Jennings could answer that.

The CHAIRMAN: Mr. McGrath is next, and then Mr. Fisher.

Mr. McGRATH: Is there any policy of the corporation with respect to rotation of staff?

Mr. CARTER: Are you moving to the next item?

Mr. McGRATH: No, I am under the same item.

Mr. CARTER: As I indicated previously, we advertise vacancies. Junior positions, if I may use that term, are advertised locally and we receive applications from employees at the location; intermediate positions would be advertised regionally, and we would receive applications from candidates in the region; senior jobs would be advertised nationally, and in that I would include producers and supervisory jobs of all kinds. Now, candidates may apply from the various locations, and it has been our experience in the past year that 59 employees were moved or transferred from one location to another.

Mr. McGRATH: In 1958, 1959?

Mr. CARTER: Yes.

The CHAIRMAN: Mr. McGrath, may I suggest we hold that until we move to (c), because we are still on recruiting policy. Mr. Fisher, you are next.

Mr. JOHNSON: Mr. Chairman, I have another question.

Mr. McGRATH: I can finish it off with one further question, and get at the point of it. I think it is generally associated with this item which is being dealt with.

The CHAIRMAN: Is it not associated with "promotional"?

Mr. McGRATH: Not necessarily. It refers to the practice in large corporations of a national character to broaden the scope of the employees by changing them around from time to time so that they learn all aspects of the operations; in other words, changing employees or staff announcers and sending them from one region to another or from one city to another. Have you any laid down policy in that respect?

Mr. CARTER: There is no laid down policy, but in practice this is done.

Mr. FISHER: I just wanted to know some particulars in connection with the relationship of recruiting in respect of Ryerson, and this course it has to produce various types of technicians; have you any formal relationship with that school?

Mr. CARTER: We have hired many graduates from the Ryerson Institute.

Mr. FISHER: Are there any other schools in Canada which are doing a comparable work?

Mr. CARTER: Yes, in Montreal there is a school, but I do not remember the name of it.

Mr. GILMORE: There is the one in Montreal and there is also the radio college of Canada from which we have done considerable recruiting, from the technical side.



Mr. CARTER: The one in Montreal is the Institut d'Electronique.

Mr. FISHER: Have you ever at any time subsidized or helped those organizations out in training, technical equipment or anything like that?

Mr. CARTER: We have allowed some of our staff to help in the instruction, especially at the beginning of the activities, at the Ryerson Institute.

Mr. JOHNSON: I have a question in connection with samples of individual contracts. I would like to know if supervisors have a contract with the C.B.C.

Mr. CARTER: Some supervising producers are hired on contract as they were previously hired as producers, and they have continued. But I believe they are doing away with that gradually and bringing the supervising producers on staff.

Mr. LAMBERT: I want to direct a question in connection with announcers and, particularly, your staff announcers; is there any encouragement for these people to become bilingual? Is there any active encouragement given by management?

Mr. CARTER: Well, first of all, for an announcer to be able to work on the microphone in both languages he has to be very good, and there are very few people who can announce equally well in both languages. Perhaps Mr. Jennings may wish to add something to that. Our experience has been that we can count on our fingers the number of good bilingual announcers who are equally at ease in both languages.

Mr. PRATT: Mr. Chairman, has an answer been found to my request for information in connection with the qualification requirements for a television producer?

The CHAIRMAN: Someone was looking up the job specification sheet.

Mr. CARTER: We have not a complete job specification here, sir.

The CHAIRMAN: That is fine; we will get it tomorrow. We will now proceed to "promotional policy". I feel that this has pretty well been answered. Mr. Chambers, have you a question?

Mr. CHAMBERS: In preparing people for promotion and so on within the corporation, do you make use of such things as the University of Western Ontario business administration course, and so on?

Mr. CARTER: We encourage our employees to participate in study courses and, as you said, the University of Western Ontario is one of them. There is also A.M.A. seminars and the Banff school, workshops.

The CHAIRMAN: Do you pay their tuition when they are there?

Mr. CARTER: When it is a seminar, workshop, or a conference, we do.

The CHAIRMAN: Do you pay their salaries when they are there?

Mr. CARTER: Yes.

Mr. CHAMBERS: You pay their salaries when they go to the University of Western Ontario, but not the tuition?

Mr. CARTER: For the University of Western Ontario we would pay because it is a six-week course.

Mr. CHAMBERS: How many people attend there from the C.B.C. during the course of a year?

Mr. CARTER: We have had a couple every year attending Banff and the University of Western Ontario.

The CHAIRMAN: There are about 150 attend each year; however, they are not all from the C.B.C.

Mr. BELL (Carleton): Where is it located?

The CHAIRMAN: In London, Ontario. Do you gentlemen wish to raise any further points in connection with (c)—promotional policy? (d)—possible limitation of personnel growth, is next.

Mr. CARTER: Mr. Chairman, I would like to make a short statement.

The CHAIRMAN: Proceed.

Mr. CARTER: The personnel growth is geared to and limited by the amount of production activity at any time, although there are occasions when production activities outrun the servicing functions and the lag has to be caught up. I am referring to accounting personnel and so forth.

At the outset, before the end of fiscal year, we prepare operational plans and budgetary estimates for each department. These plans are reviewed through the line of authority. The budgets are approved finally by management at the beginning of each period; annually for radio and integrated services and quarterly for the television service.

The operational plans take into account the increase and reduction in activities in each department and outline the need for additional staff, where required. Consideration is also given to the movement of staff from one department to another, according to variation in departmental load.

The budgets contain listings of additional positions required and, as a further check, the creation of each new job is reconsidered and approved as the need arises. Then, when these jobs have been approved, staff is recruited to meet the need.

Mr. CHAMBERS: Who is responsible for the approval?

Mr. CARTER: The approval of the job?

Mr. CHAMBERS: In other words, the head of a department says that he needs three more people, and then you say this is reviewed; who is responsible for this reviewing and approval?

Mr. CARTER: Operations will review the operating plans before budgets are approved and, through comparison with other operating units, they will try and assess the need, if it is a question of volume. If it is a question of organization, then Mr. Keddy, the director of organization, or I, will be brought in for discussion, and the budget is approved. Now, when a job is to be established, a recommendation is initiated by the department head. It is examined by the director of the area. If it is in television, it is examined by the director of television and if it is radio, it is examined by the director of radio or, in the case of a servicing department, the head of it. Then it will go to the regional director's office, and from there to personnel in Ottawa who will, as a further check, consult the functional head in Ottawa before submitting it for executive approval.

Mr. CHAMBERS: I want to get at this approval; who is that?

Mr. CARTER: The executive finally approves any new positions; it is the president or his delegate.

Mr. CHAMBERS: All new positions are approved by the president or general manager.

Mr. CARTER: Or his delegate.

Mr. CHAMBERS: Does he delegate that authority in normal times?

Mr. CARTER: Yes, Colonel Landry had that authority until a month ago and it has been passed on to me.

The CHAIRMAN: Mr. Muir, have you a question?

Mr. MUIR (Lisgar): Yes, Mr. Chairman. How many new employees in all services did you take on in 1958?



Mr. CARTER: That takes a lot into account; it takes into account the separations and new employees. We would have to review the staff changes.

Mr. PICKERSCILL: Could you give the net figure?

Mr. CARTER: The net figure in the number of employees, yes; it is in the statement which was passed on to you. At the end of March, 1959, we had 7,051 employees; the previous year it was 6,433, so the difference is 618.

Mr. MUIR (*Lisgar*): Do you think that this build-up will have to continue?

Mr. CHAMBERS: It is about 10 per cent.

Mr. CARTER: Not at the same rate; there is a levelling off.

Mr. FISHER: I would like to ask Mr. Jennings a question. If you do get into educational broadcasting—

An hon. MEMBER: Or telecasting.

Mr. FISHER: Yes; telecasting, which has been experimental so far, will there be a marked expansion in personnel?

Mr. JENNINGS: A marked expansion in personnel?

Mr. FISHER: Yes?

Mr. JENNINGS: I would think there would be, especially in the area of planning. As to the actual production group I would doubt it very much. In the planning of programs, however, which is pretty involved and lengthy I feel that in carrying on through the national advisory council on school broadcasting there would be some expansion.

Mr. FISHER: Has the national advisory council on school broadcasting given any indications it may perhaps be able to provide, and pay for, personnel in this particular field.

Mr. JENNINGS: We will ask them, and have in the experimental series which is carried on, to assume certain financial obligations and certain planning obligations. They have undertaken that. Not the national council as such, but rather the various departments involved in the experiments.

Mr. FISHER: What I am interested in is the prospects of more real educational telecasting and whether or not it can be done with some of the responsibility in so far as providing personnel is concerned falling upon the departments. Is there any indication this would happen?

Mr. JENNINGS: This would depend very much on how it develops. If we should get involved in the school or educational broadcasting in television in the same volume we are now in respect of radio broadcasting—and there is no indication of that in the near future—I think we would have to have additional personnel to deal with it.

Mr. FISHER: You have emphasized "if". In the communications I have had from the representatives of the teachers, it seems they have assumed there is not any "if" about it; you are going to move.

Mr. JENNINGS: I, myself, think we are going to move but I do not think there is any unanimous recognition of the fact that we will move. I think—and I said this earlier—that there is really no assurance as to the actual value of school television, although we are all convinced there is a value. Through experiment, we have not figured out just what methods or techniques will be most effective.

Mr. FISHER: Remember your mandate.

Mr. JENNINGS: I am sorry I used that word.

Miss AITKEN: Coming back to Mr. Muir's question, could Mr. Carter explain why the staff increased 10 per cent in the last year?

Mr. CARTER: As I explained to the committee, we had to take into account the changes in the various programs and the work-load. That has accounted

for part of the increase. Also, as I indicated before, there is always a certain lag in the service departments. This has, to a point, caught up in the past year. Mr. Gilmore may wish to add something.

Mr. GILMORE: We added one half-hour of production on the English network starting last October in line with the development which I reviewed this morning. That was the main reason for the increase of operating personnel.

Mr. LAMBERT: Is there any indication as to how much of that increase was purely administrative as against, shall we say, the technical and production side?

Mr. CARTER: We would have to make a comparison. I do not have the information offhand. We could try to get that for you for tomorrow.

Mr. JOHNSON (*Interpretation*): Mr. Chairman, this question is addressed to Mr. Carter and concerns the methods of staff requirement. In these methods have there been any methods fixed—and at this point I would like to say I am coming back to my question of a little while ago because it comes better under this heading. Has there been any analysis of the tasks of the producers and supervisors? Has there been an analysis of the tasks carried out by these persons?

Mr. CARTER: Yes; there are. I have already filed with the committee a statement in respect of the administrative responsibility for programs. The role of the producer and supervisor is outlined in the note accompanying that.

Mr. JOHNSON (*Interpretation*): Mr. Chairman, again this is addressed to Mr. Carter. Has there been drawn up a brief or have directives been drawn up as to the qualification, experience and talent of these producers and supervisors? What are the standards required.

Mr. CARTER: As far as the supervising producers are concerned, the job specification has been written outlining the job function, the responsibility and so forth. For the producer, the job function is written but we have not prepared the job specification. There is no formal specification which exists.

Mr. JOHNSON: When was this written?

Mr. CARTER: For the supervising producer I would imagine about three years ago when the job was set up.

Mr. CHAMBERS: My question has been partly answered. In Mr. Carter's opening statement he said requirements were related to increases in production.

Mr. CARTER: In work-loads.

Mr. CHAMBERS: Is the work-load not directly apportioned to the increase in production?

Mr. CARTER: Yes.

Mr. CHAMBERS: The average mentioned by Mr. Gilmore is not 10 per cent. You have an increase of almost 10 per cent.

Mr. CARTER: I indicated that the changes in programming would require additional staff. Also I referred to the lag in the service department which has been caught up in the past year.

Mr. CHAMBERS: Could you tell us what was your increase for the previous year?

The CHAIRMAN: 618 one year and 494 the year before.

Are there any further questions? Then we will go to (e) safeguards against recruitment exclusively on certain type of employee. I think that was answered.

Mr. TAYLOR: Has there ever been any efficiency expert, independent and from outside the corporation, who has come in to look over the staff situation of the C.B.C.



The CHAIRMAN: Mr. Bell asked that question about half an hour ago.

Mr. TAYLOR: What was the answer.

The CHAIRMAN: In the interest of saving time, you will find it in the record. He stated there has been.

Mr. TAYLOR: If there has been any expert called in, could we have the name of the company the expert came from.

The CHAIRMAN: Again, the witness gave us the name of the organization. Naturally, we do not get into individual names.

Mr. TAYLOR: Has there been an independent appraiser or efficiency expert look over the staff problems of the C.B.C.?

Mr. CARTER: Mr. Bell inquired about the rates of pay and I replied to that effect. In respect of Mr. Taylor's question, about two years ago, or two and a half years ago, we had a complete review made of our accounting operations and the accounting set up by the firm of P. S. Ross and Sons, which was previously referred to.

Mr. TAYLOR: I am not interested at the moment in accounting. This is in respect of looking over the numbers of staff you have. Has any efficiency expert come in to deal with staff problems only, not accounting problems? As I understand it you have three live microphones carrying the dominion network and the trans-Canada network and that behind those three live microphones are 7,000 employees.

The question is has anyone been called in to look over that whole situation?

Mr. CARTER: The corporation itself did not call in anyone to make a complete review, but the Fowler royal commission had consultants working for them within the corporation for a period of a year and a half. Their conclusions were given in the Fowler commission report.

Mr. TAYLOR: I take it from that answer that no outside appraiser or expert has ever been called in to deal with staff problems only?

Mr. CARTER: Not with staff problems only; but the whole accounting department was reviewed by the firm of P. S. Ross and they went into the personnel division in the course of their study—the commercial, purchasing and stores at the same time. That was done about two years ago.

Mr. TAYLOR: They were mainly dealing with auditing?

Mr. CARTER: No, sir; with the operation of those departments.

Mr. PRATT: I was wondering if Mr. Taylor's questions referred to the technical operations staff and, if so, where would one get the technically trained personnel in such a young medium as television at this time in this country.

Mr. CARTER: In this country I believe we have the people who know most about it.

Mr. PICKERSGILL: I wonder if Mr. Taylor has an independent appraiser he could recommend?

Mr. TAYLOR: I have.

Mr. JOHNSON (*Interpretation*): I am putting the following question to Mr. Carter. Is there a C.B.C. policy which forbids the practice of employing relatives and, if so, what are the general rules?

Mr. CARTER: Mr. Chairman, I would like to read an internal memorandum dated October 30, 1957, which gives the policy in respect of the employment of relatives.

The corporation policy with respect to the employment of relatives forbids employment of applicants if a relative, already on staff, exercises or is likely to exercise supervision in line of authority.

To clarify this policy please note the following conditions:

(1) The spouse of an employee shall not be hired, but if marriage takes place between employees of the corporation, they may both be retained subject to the conditions as laid down herein.

(2) Relatives may be hired or husband and wife may be retained

(a) in the same department if at separate locations,

(b) at the same location if in different departments or divisions.

No transfers or promotions may be made that will alter this condition, and relatives when employed must realize that their progress in the corporation may be limited or hampered by virtue of the limitations set out above.

Mr. PRATT: There are a great many cases in which work is subcontracted out, I believe. There may be cases in which there are married persons working in the two organizations. Have any steps been taken to correct that type of, shall we call it, nepotism?

Mr. CARTER: I do not believe it is the corporation's duty to tell someone subcontracting whom they can hire. These arrangements for subcontracting are made under the best possible conditions. Quotations are asked in most instances, and once we have a quotation the work goes on. If a relative of a person in the employ of the corporation happens to be working there, I do not think we can do very much about it.

Mr. PRATT: Except keep an eye on them, I presume?

Mr. CARTER:

In addition to the foregoing, recommendations affecting the employment of relatives, even though meeting the above requirements, should be referred to the director for the province for his approval. This may be indicated on either the request re personnel or form 396.

This does not alter the existing responsibility and authority of the director for the province to decline any application which he deems not in the best interest of the corporation.

Mr. JOHNSON (*Interpretation*): Does this only apply to permanent employees in the management section or does it apply to the staff in general, all categories of people working in the Canadian Broadcasting Corporation?

Mr. CARTER: This applies to all staff employed by the corporation whether it be regular, temporary or other.

Mr. JOHNSON (*Interpretation*): Does this apply in the case, for instance, of performers who might be related to somebody in management, executive or clerical personnel?

Mr. CARTER: This regulation applies to the hiring of staff. Artists and performers are not considered as staff. They are hired on a per occasion basis.

Mr. JOHNSON (*Interpretation*): Do they see to it that in the case of a performer who discusses employment conditions or conditions of a contract with the management that the person related to that performer does not form a part of the negotiating group of the C.B.C.? I am putting this question in this manner because I cannot enter into personalities or refer to any particular program.



Mr. CARTER: If a case of this type came up, I would expect the supervising producer supervising that area of activity and the director concerned would certainly pay particular attention to this case.

Mr. JOHNSON (*Interpretation*): Well then, in other words, would you take it as being quite improper for a member of management to discuss with a performer contract conditions, if there is a relationship between the person in management involved and one or more performers?

Mr. CARTER: If I were concerned, I would withdraw myself from any discussion. I believe in the case you have in mind this is what takes place.

Mr. JOHNSON: Now, does it happen if it is done, even if improper—

Mr. CARTER: Pardon me. What is improper? I think we should be very careful on that.

Mr. JOHNSON (*Interpretation*): If this happened and you had a supervisor, or member of the management, who did not withdraw, would disciplinary action be taken against him?

Mr. CARTER: If it were brought to our attention, certainly the matter would be looked into.

Mr. JOHNSON (*Interpretation*): For instance, the local director in Montreal—does he have the responsibility to report such an occurrence?

Mr. CARTER: I would think his responsibility would go beyond that. He would have to deal with such a case.

The CHAIRMAN: Are there any further questions on (e)?

Mr. FISHER: Carried.

Mr. LAMBERT: I am going back to (d). It goes into the question I have asked, and Mr. Carter indicated that he would look at the statistics. I have had an opportunity now of going into the staff statistics return.

While it has been indicated there has been some—shall we say—diminution over the past years in the effect of radio, I find there has been a tremendous increase in personnel under what is known as radio and integrated services.

I was wondering if an explanation could be given. I find that, for instance, in—I believe it was—1956, as against 1955, there seems to have been an increase of about 300 in clerical staff. I take into account there is the difficulty of interpreting statistics through that whole period under review because there was a change in the method of presenting the information.

Mr. CARTER: I would like to point out, Mr. Chairman, that as the title indicates, this is not strictly radio—it is radio and integrated services.

Integrated services are services that are commonly used by both radio and television; and that would include such things as—in the purely services area, the general services area: divisional services such as accounting, administrative services, engineering, personnel and legal, and so on.

Now in the programming services you would have: audience research, commercial, educational and public affairs, farm, news, outside broadcasts, station relations; integrated operating services, such as announcers, casting bureau, music library, record library, reference library and script bureau.

All these services would look after both media—that of radio and television—and as television coverage increases the demand on those services would increase. Therefore, you would have, necessarily, a substantial increase in that area.

Mr. LAMBERT: Except that under television you do indicate a whole section for engineering.

Mr. CARTER: That would be more properly labelled “technical operations”, as against strictly engineering, which you have as a regional service.

Mr. MUIR (*Lisgar*): Just to clear that up: you do not see any danger of the C.B.C. operating under what is called Parkinson's law?

Mr. CARTER: We are constantly on the lookout to avoid that.

The CHAIRMAN: May we move, Miss Aitken and gentlemen, on to "F", review of trade union contracts and possibility of "feather-bedding"? Any questions? No question; thank you.

Mr. CHAMBERS: Stop thinking of that deadline, Mr. Chairman!

The CHAIRMAN: You have a question?

Mr. CHAMBERS: As we have brought Mr. McKee all the way here we should ask something.

The CHAIRMAN: What is your question?

Mr. CHAMBERS: How many separate trade union contracts has the C.B.C.?

Mr. CARTER: Am I permitted to answer?

The CHAIRMAN: Yes.

Mr. CARTER: If we talk about contracts covering staff relations we have nine, with seven unions. Some unions have two contracts covering different bargaining units.

Mr. CHAMBERS: This question was asked in the same form before; but, none of these contracts is a closed shop?

Mr. CARTER: No, sir.

Mr. CHAMBERS: They all follow more or less the Rand formula?

Mr. CARTER: There is a modified form of the Rand formula in each of them, I believe.

Mr. CHAMBERS: There is a question here on feather-bedding; and you have to have different personnel to do very similar things. Do you feel the corporation is put to extra expense by any of the provisions of these contracts—unnecessary expense, I mean?

Mr. CARTER: "Feather-bedding" is normally used to describe the attempt by a union to require an employer to pay unneeded workmen, to pay for unnecessary or duplicating jobs, or to limit the amount of work done in a day.

As such, we have no "feather-bedding", but we have jurisdictional problems which arise because of the fact we have many unions to deal with. But the jurisdiction of these unions has been defined by the Canada labour relations board. However, there are some areas which at times create some problems, and place certain restrictions on the corporation's ability to engage in the assignment of multiple functions—that is, to have one employee engaging in work in several different job functions, as may be done on certain non-unionized private stations.

The corporation, however, is no different from any other large employer with a multi-plant, multi-union organization.

We have certain restrictions on the performance of job functions; and an example of that would be the performance of a job within one union's jurisdiction or area. This problem has been resolved in Montreal by a finding, and a binding ruling of the arbitration board. In late 1955 the Montreal TV operation decided in the light of experience and operational practice that the job of propsman (set)—responsibility for placing desks, chairs, tables and other small properties, on the set—could be combined with that of stagehand—the responsibility for the erection of the set, and so on.

After an experimental period of approximately six months, the new method of operation went into effect in June, 1956. After 16 months of operation the union grieved to have the two separate job functions, which it should be noted were at the same rate of pay, re-established in Montreal.



After many delays in the grievance procedure a minor wildcat strike in Montreal and so on, an arbitration board has recently ruled that the corporation cannot continue the practice of one man performing the related duties of both stagehand and propsman.

We are discussing with the union the implication of this arbitration board award; and that may involve quite a few more employees.

Mr. CHAMBERS: Regarding what you have said there, statements have been made that the grievance procedure under their contract is very lengthy, to get a decision in any serious matter. Do you agree with this comment?

Mr. CARTER: That is a general statement. I would like to know what is meant particularly.

Our grievance procedure has been set out. When we reached an agreement with the union they put in safeguards on their side, and the corporation put in safeguards on its side; and, therefore, we both have to live with it.

Mr. CHAMBERS: From the beginning of a grievance, if it goes right through your procedure to its final disposition, does it take longer or a shorter time than the average in industry?

Mr. CARTER: May I ask Mr. McKee, manager of industrial relations to reply to that?

The CHAIRMAN: By all means.

Mr. C. B. McKEE (*Manager of Industrial Relations, Canadian Broadcasting Corporation*): No, I would say our grievance procedure is as good as, if not better than, the average in industry.

As a matter of fact, after our grievance procedure was first implemented, one of the unions took our grievance procedure south of the border as a good illustration of a grievance procedure. There are certain examples of delay in going through the mechanism of the procedure, and the unions have the right, under the grievance procedure, to lay their grievance immediately at national level, if they are concerned with any problem whatever; and it can be done on the double.

Mr. CHAMBERS: Do they go right over the local level?

Mr. McKEE: Yes. And the national union representative will be in Ottawa, and he may receive a phone call from a local; and if the problem is one which he considers to be sufficiently important he will deal with it right there and then.

Mr. CHAMBERS: Have you any comparison you can make of the number of grievances of personnel registered through your machinery, as compared to the industrial average?

Mr. McKEE: No, I am afraid we have not a comparison. It would be a very hard comparison to make because in a comparable type of organization, in size, with a multi-union set-up, it has normally been of long-standing.

We have had, possibly, more grievances in recent years because the unions have just come in in the past six years, compared with the railways\*, possibly, 50 or 60 years. They have only just come into our organization; and, in addition, we have only just started television, which means that it has brought in new people in many new fields of the organization.

Mr. CHAMBERS: Your grievance procedure will set precedents which will obviate the necessity of using the grievance procedure in the future?

Mr. McKEE: Yes, we hope so.

Mr. CHAMBERS: You will be able to cut down on the percentage of them, do you mean, then?

Mr. McKEE: We hope so.

Mr. FISHER: I was going to ask if you had considered offering Mr. Chambers any sort of position as a negotiator. I know Mr. Pickersgill would like a by-election.

The CHAIRMAN: As an apprentice, it has been suggested.  
May we move on to commercial organization, section 3?  
Agreed.

The CHAIRMAN: Section 3, who shall we have, Mr. Henderson?

Mr. HENDERSEN: Mr. Johnston.

The CHAIRMAN: Mr. Johnston. This is commercial organization, section 3(a), number and location of sales personnel. We have a chart on that.

Any questions, Miss Aitken and gentlemen, on the number and location of sales personnel?

Mr. McGRATH: That was covered this morning.

The CHAIRMAN: No further questions? Section 3(b), qualification and experience of sales personnel.

Mr. BELL (*Carleton*): We have not found the return yet.

The CHAIRMAN: Qualification and experience of sales personnel.

Mr. JOHNSTON: I have a short statement I might make, Mr. Chairman.

The CHAIRMAN: May we have your statement?

Mr. JOHNSTON: I would say this, Mr. Chairman, that the C.B.C. has recruited its sales staff from a variety of sources. In a number of cases men have advanced to sales positions from within the corporation—men who have had training, often over a period of years, in one or more areas of broadcasting—for example, in administration, accounting, engineering, announcing, personnel matters and the general area of programming.

Radio and television are very complex media—particularly television—and we usually find that the greater a man's knowledge of broadcasting generally, the more successful he is likely to be in the field of radio sales, provided, of course, that he has a good personality, meets people well and is really sales-minded.

On the other hand, some of our sales staff have come to us from outside the C.B.C.—men who have had good sales experience, perhaps with manufacturing firms of one kind or another and, in some instances, people from private broadcasting stations who have had a good general background in broadcasting and sales experience in that field.

The CHAIRMAN: That is true of any organization. Mr. Bell, did you have a question on this?

Mr. BELL (*Carleton*): I gather that most of the recruitment is from within the C.B.C. itself?

Mr. JOHNSTON: To a large degree, this is so.

Mr. BELL (*Carleton*): You do not subscribe to the view that salesmen are born and not made?

Mr. JOHNSTON: To a point they are; but if you have personnel in your organization who may have good sales potential, the background they develop within the corporation, in one or other of the areas, is very helpful indeed.

Mr. BELL (*Carleton*): Could you give me the experience of the two senior people in the commercial organization? I do not ask for their names, but the experience of the two most senior persons?

Mr. JOHNSTON: Here we have the difficulty in terms of television on the one hand, and of radio on the other.

I would comment here—let me take, for example, the man who is supervisor of our television sales. He came to the corporation originally, as I recall,



from private industry—and I am speaking now from memory. He came through our own organization—that is, his entry into it was through the accounting area, and then he transferred into personnel and administration, and got a very good background there. This threw him into contact with the whole area of broadcasting. From there he moved into the commercial or sales activity, and has come steadily forward, right from that time.

Mr. BELL (*Carleton*): And the second in command?

Mr. JOHNSTON: On the radio side—what I might call his opposite number—by a coincidence, and it is just a coincidence, his entry into the corporation many years ago was into the area of accounting; and he, too, moved, as I recall it, directly, at a later date, into the commercial organization; and he, too, has come steadily forward from that time.

Mr. PRATT: In the—

The CHAIRMAN: Just a moment, Mr. Pratt.

Mr. PRATT: In the United States television the sales—

The CHAIRMAN: Mr. McGrath?

Mr. McGRATH: This is a supplementary question. I would like to know the title of the two men in question.

Mr. JOHNSTON: The title of the first one is supervisor of television network sales for the English networks; and the other one, his title today—until recently he was supervisor of radio networks sales, but the title has been changed, and he is now the assistant director of radio networks (sales).

The CHAIRMAN: Mr. Pratt?

Mr. PRATT: In the United States television the sales group is a group that drives the most Cadillacs. I was wondering what the position was with regard to the Canadian salesmen.

Mr. JOHNSTON: I think it has already been stated that our sales personnel are on salary.

The CHAIRMAN: And it was stated also previously by Mr. Johnston—and also by Mr. Bushnell—some consideration would be given to an incentive plan.

Mr. PRATT: In the future?

Mr. JOHNSTON: Yes, this is something we have had under study.

The CHAIRMAN: I might make this one observation: I have been in the sales business all my life, and I would never look to an accountant to become a salesman because you can divide the world into buyers and sellers,—and they are certainly buyers.

Mr. CHAMBERS: I wonder if this information might not be available, but could you tell us how many national accounts you are currently dealing with?

Mr. JOHNSTON: I would have to look in the folder and do a quick addition. If I were to take a figure right out of the air concerning the English and French operations in radio and television, I think it would run to 40 or 50—perhaps higher.

Mr. CHAMBERS: It would be 40 or 50 national accounts?

Mr. JOHNSTON: That is my immediate, off-the-top-of-my-head figure. I could check that and let you know specifically.

Mr. CHAMBERS: You do not do a great deal of business with local accounts, not much?

Mr. JOHNSTON: We have not up until recently. We are doing a little bit more now. The pattern will change, of course, in different areas.

On the radio side, if you get to such places as Corner Brook, Grand Falls, Gander, in Newfoundland—we do have quite a good deal of business from local accounts. The same is true in Prince Rupert, British Columbia, where there is no other radio facility at all.

Mr. CHAMBERS: You have listed the difference between Montreal and Toronto—173 people working on the commercial staff. How many of those would be employed on national accounts and how many on local accounts?

Mr. JOHNSTON: Probably I could answer that best, Mr. Chambers, if I were to explain these figures and the returns you have before you, they are our total commercial staff and not the specific people on active sales.

Mr. CHAMBERS: This would include stenographers?

Mr. JOHNSTON: Yes, everybody on the clerical level. At Toronto, for instance, we have three people in what I would call sales supervising activity, and 13 actually on sales.

Mr. CHAMBERS: So, in Toronto, you have 16 people concerned with sales?

Mr. JOHNSTON: The balance is made up of sales clerical groups, because there is a great deal of clerical activity that has to be tied right in with sales,—our billing people—what we call sales services, because the actual servicing of this business—the network on the one hand, and local on the other—is an enormous job and has to go on day after day, seven days a week, and we have, at Toronto, a large commercial acceptance operation which screens the commercials that are included in our programs, and everything to do with our general acceptance.

Mr. CHAMBERS: It is a staff of 16. I have worked in the sales organization, and the rough proportion is 3 to 2—three sales personnel for two salesmen.

Mr. JOHNSTON: Let me make this point, if I may. This is, perhaps, not as simple as it might at first appear. I am speaking now specifically of Toronto, because, comparing the total at Toronto, it is larger than the total at Montreal.

At Toronto, where we are dealing with our English network it involves relations with 31 basic stations, and something like 12, if my memory serves me, supplementary stations on the English network. This naturally affects our billing staff. We are also dealing with the programs from the American networks. We are dealing out of there with the networks themselves not with advertising agencies in the United States; it is only American networks. This whole thing builds up a supporting organization that is required for the active sales group itself. It is very sizeable.

Mr. CHAMBERS: Could you give us a breakdown in Montreal? You said 16 people are active in the sales division in Toronto. How many people are actively employed in Montreal?

Mr. JOHNSTON: At Montreal, two supervising and eleven on the direct sales front.

Mr. FISHER: I move we adjourn, Mr. Chairman.

The CHAIRMAN: Before we do adjourn, I think we can complete this full subject tomorrow morning, so we will reconvene at 9:30, if that is agreeable.



THE FOLLOWING IS THE TEXT OF THAT PART OF THE COMMITTEE'S  
PROCEEDINGS CONDUCTED IN THE FRENCH LANGUAGE

ON TROUVERA CI-DESSOUS LE TEXTE DE LA PARTIE DES DÉLIBÉRATIONS DU  
COMITÉ QUI S'EST DÉROULÉE EN FRANÇAIS

COMITÉ DE LA RADIODIFFUSION

(Page No. 753)

M. PAUL: Sur l'item F. 6...

\* \* \*

(Page No. 765)

M. TREMBLAY: Monsieur le président, est-ce que vous n'avez pas reçu une lettre du journaliste Pierre Chaloult, du journal *Le Droit*, relativement aux questions qui ont été posées à son sujet par M. Johnson?

\* \* \*

(Page No. 784)

M. JOHNSON: Cette question s'adresse à M. Carter et concerne les "qualifications" du personnel. Est-ce qu'il n'y a pas des méthodes, monsieur Carter, que l'on a fixées... Je reviens à ma question, parce que je considère qu'elle s'adresse mieux à cet item; est-ce qu'on a fait une analyse des fonctions des *producers*...

M. CARTER: Des réalisateurs...

M. JOHNSON: Des réalisateurs et "superviseurs". Est-ce qu'on a fait une analyse des fonctions de ces gens, de ces fonctions?

M. CARTER: Oui.

M. JOHNSON: Est-ce qu'on a rédigé une loi ou des directives quant aux "qualifications" ou à l'expérience et au talent de ces réalisateurs et de ces "superviseurs"? Quelles sont les normes exigées?

\* \* \*

(Page No. 785)

M. JOHNSON: Monsieur Carter, est-ce qu'il existe une politique, à Radio-Canada, qui défend l'emploi de parents, et, si oui, quelles en sont les règles générales?

\* \* \*

(Page No. 786)

M. JOHNSON: Maintenant, est-ce que ceci s'applique seulement pour les employés permanents de la direction ou du personnel en général ou est-ce que cela s'applique à toutes les classes de gens qui travaillent à Radio-Canada?

M. JOHNSON: Maintenant, est-ce que cela s'emploie pour le cas d'artistes qui seraient parents avec quelqu'un de la direction?

M. CARTER: Non.

M. JOHNSON: Ou du personnel exécutif ou clérical?

M. JOHNSON: Maintenant, est-ce qu'on voit dans le cas d'un artiste qui discute des conditions d'emploi, des conditions de contrats avec la direction, est-ce qu'on voit à ce que la personne apparentée à cet artiste ne fasse pas partie du groupe qui négocie avec la direction de Radio-Canada?

Vu que je ne veux pas établir de personnalité ni faire allusion à aucun groupe, je pose ma question de cette façon-là.

\* \* \*

(Page No. 787)

M. JOHNSON: Vous considérez tout à fait contraire à l'étiquette le fait qu'un membre de la direction discute avec des artistes des conditions de contrats, s'il y a un lien de parenté entre ce membre de la direction et un ou plusieurs des artistes?

M. JOHNSON: Si cette chose se produit et qu'un "superviseur" ou un membre de la direction ne se retire pas, est-ce qu'on prend des mesures disciplinaires contre ces personnes?

M. JOHNSON: Est-ce que le directeur régional à Montréal, par exemple, aurait la responsabilité de vous signaler de tels cas?

\* \* \*



## APPENDIX "A"

## CANADIAN BROADCASTING CORPORATION

## ARCHITECTURAL STAFF

Architects	10	Includes the Chief Architect and Assistant. Duties involve new construction design and supervision, management planning, changes and additions to existing owned and leased buildings.
Engineers.....	3	One position temporarily vacant. Engineering work is in the design of complex ventilating and air-conditioning installations for radio and TV studios, offices and technical facilities areas, which is specialized and exacting, requiring a knowledge of broadcasting operations. This group also is responsible for the design of heating and plumbing installations and for sewage disposal facilities at rural operating locations.
Architectural draftsmen . . .	3	Prepare structural drawings for new construction and for modifications to existing buildings.
Electrical draftsmen . . .	11	Prepare electrical facilities drawings for new construction and for alterations. Most of the time of this group is taken up in preparation of drawings for electronic equipment and installations.
Mechanical draftsmen.....	4	Prepare drawings required for ventilation, air-conditioning, heating, plumbing and other mechanical building components.
Construction Supervisors. . .	2	Stationed in Toronto. Act as CBC "on site" representatives.
Clerical. . . . .	8	One position temporarily vacant.

41

Costs: Year ended March 31, 1958: \$265,426.00.

July 1959.

## APPENDIX "B"

## CANADIAN BROADCASTING CORPORATION

## POLICY RE-CALLING PUBLIC TENDERS

Formal tenders are not invited by advertising in the public press for any work.

On new building construction, extensive modifications to existing buildings, and for large blocks of technical equipment, sealed tenders are invited from those who are considered qualified to perform the work covered by the specifications. If the work is not too complicated, quotations are requested. The number invited to tender is never less than three, if at all possible, and usually more. If a competent supplier or contractor specifically requests consideration, his name is added to the list.

The Engineering Division has been instructed by Management to use the best professional judgement in inviting tenders to perform the Corporation's work, exactly as would be done for a private corporation to get the best for the money expended.

July, 1959.

## APPENDIX "C"

## CANADIAN BROADCASTING CORPORATION

## NEW CONSTRUCTION

## (a) New Construction Planned

During the current fiscal year, the Corporation is planning, and has provided in its capital budget, for the following projects:

- (i) Improvement to the Northern Radio Service by means of the establishment of a new station at Inuvik and by preliminary engineering for a short-wave transmitter. In addition, facilities are being added to existing stations to improve performance.
- (ii) Establishment of a new radio transmitter of increased power at Halifax. Actual construction is likely to be delayed until 1960 although planning will proceed and a site is likely to be purchased during this year.
- (iii) Extension of radio and TV service to small communities by installation of relatively low power radio and TV transmitters. Trail, B.C., Kenora, Ont., Moncton, N.B. and Corner Brook, Nfld. are under construction. Corner Brook is on the air on a temporary basis and will be completed within a few months; the other locations mentioned are scheduled to be in operation before Christmas of this year. A new low power TV transmitter for St. Boniface is planned but has not yet received final approval.
- (iv) Installation of videotape equipment at Toronto and Montreal and probably at other CBC television centres in Vancouver, Winnipeg, Ottawa and Halifax.
- (v) Relocation in a new CBC building at a permanent site, the western TV network delay centre in Calgary.
- (vi) Minor modifications and additions to facilities at various locations across Canada. The Corporation is also providing in the 5 year plan to be submitted in accordance with the Broadcasting Act, several major projects which include construction of new consolidated operating centres for television and radio at Toronto, Montreal, Vancouver and for extensions to existing buildings for the same purpose at Ottawa, Winnipeg and Halifax. Planning also visualizes extension of both radio and TV service to additional small communities by means of new installations of low power TV and radio transmitter units.

- (b) Over the years the Corporation has received excellent co-operation from the various local administrations with which it has dealt; in return it is our policy to comply with the local building codes and by-laws.

July 1959.



## APPENDIX "D"

## CANADIAN BROADCASTING CORPORATION

## NUMBER OF STAFF AND ANNUAL COSTS FOR 3 YEARS

	Fiscal Year Ending March 31	Salaries and Wages	Other Expenditures	Total	Number of Staff
<b>NATIONAL</b>					
Ottawa.....	1956	31	12	43	5
	1957	35	13	48	5
	1958	41	2	43	5
Toronto.....	1956	47	15	62	16
	1957	56	12	68	15
	1958	69	10	79	15
Montreal.....	1956	983	203	1,186	197
	1957	1,066	195	1,261	199
	1958	1,166	197	1,363	211
TOTAL.....	1956	1,061	230	1,291	218
	1957	1,157	220	1,377	219
	1958	1,276	209	1,485	231
<b>REGIONAL</b>					
St. John's Nfld.....	1956	11	3	14	2
	1957	11	3	14	2
	1958	12	2	14	2
Halifax.....	1956	14	4	18	2
	1957	22	7	29	4
	1958	23	2	25	4
Montreal.....	1956	35	7	42	5
	1957	39	4	43	6
	1958	33	6	39	5
Toronto.....	1956	36	17	53	6
	1957	34	15	49	6
	1958	36	11	47	5
Ottawa.....	1956	15	1	16	3
	1957	17	1	18	3
	1958	18	—	18	3
Winnipeg.....	1956	18	9	27	4
	1957	18	8	26	4
	1958	20	5	25	4
Vancouver.....	1956	12	9	21	3
	1957	15	6	21	3
	1958	18	1	19	3
TOTAL.....	1956	141	50	191	25
	1957	156	44	200	28
	1958	160	27	187	26

July, 1959

## APPENDIX "E"

## CANADIAN BROADCASTING CORPORATION

## FUNCTIONS OF ENGINEERING DIVISION

The Engineering Division has a dual role in the Organization. It acts in a staff capacity to provide specialized engineering services to CBC Management, and to officers of other Division. It also has line status in the supervision of construction for new plant and facilities. More specifically, the following categories of work are involved:

- (a) Planning and designing of new transmitters and studio plant, including supervision and responsibility for construction pertaining to new buildings and the installation of technical facilities.
- (b) Research and development in respect to transmission problems, operating requirements, extensions to and improvement of National Service TV and Radio coverage.
- (c) Training of technical operating personnel; co-ordination of operating and maintenance practices; preparation and distribution of operating standards.
- (d) Co-ordination of purchasing and storing methods throughout the system.
- (e) Co-ordination of the operation of the TV and Radio networks and liaison with the communication companies including supervision of network contracts.
- (f) Planning and supervision of alterations to existing CBC owned buildings and leased premises, and of CBC technical facilities.
- (g) Costing of new construction and technical installation projects.
- (h) Preparation of Capital Project budgets both annual and long range in respect to construction and new facilities.
- (i) General supervision and co-ordination of the technical phase of major special features broadcasts such as Royal Tours and opening of the St. Lawrence Seaway.
- (j) CBC technical representation at National and International conferences on frequency allocations, short-wave broadcasts, etc.

July, 1959.



## APPENDIX "F"

## CANADIAN BROADCASTING CORPORATION

## GROSS BILLING

## RECORD OF COMMERCIAL PERFORMANCE

*Television*

Selective Business	1955-1956	1956-1957 in relation to 1955-56	1956-1957	1957-1958 in relation to 1956-57	1957-1958
	\$	\$	\$	\$	\$
Maritimes .....	149,571	+ 82,216	231,787	+ 120,123	351,910
Quebec .....	1,363,090	+ 441,519	1,804,609	+ 451,531	2,256,140
Ontario .....	1,193,959	+ 374,447	1,568,406	+ 345,602	1,914,008
Prairies .....	358,998	+ 158,709	517,707	+ 179,481	697,188
British Columbia .....	402,415	+ 216,891	619,306	+ 56,299	675,605
Total Selective .....	3,468,033	+1,273,782	4,741,815	+1,153,036	5,894,851

Network Business	1955-1956	1956-1957 in relation to 1955-56	1956-1957	1957-1958 in relation to 1956-57	1957-1958
	\$	\$	\$	\$	\$
English .....	10,381,326	+2,005,059	12,386,385	+2,488,840	14,875,225
French .....	2,280,767	+1,856,793	4,137,560	+1,473,117	5,610,677
Total Network .....	12,662,093	+3,861,852	16,523,945	+3,961,957	20,485,902

Total Selective and Network .....	16,130,126	+5,135,634	21,265,760	+5,114,993	26,380,753
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## APPENDIX "G"

## CANADIAN BROADCASTING CORPORATION

(Cross Balance)

## RECORD OF COMMERCIAL PERFORMANCE

Radio

Selective Business	1955-1956	1956-1957		1956-1957		1957-1958	
		in relation to 1955-56		in relation to 1956-57		in relation to 1956-57	
	\$	\$	\$	\$	\$	\$	\$
Newfoundland	79,656	—	10,137	69,519	+	12,321	81,843
Maritime	6,222	—	1,340	4,882	+	5,705	10,587
Quebec	205,592	—	63,332	232,260	—	86,274	145,986
Ontario	243,007	—	14,698	228,309	+	95,410	323,719
Prairies	21,300	+	689	21,988	+	13,910	45,908
British Columbia	25,120	+	5,435	30,555	+	13,190	43,765
Total Selective	680,496	—	83,363	597,543	+	51,295	651,838

Network Business	1955-1956	1956-1957		1956-1957		1957-1958	
		in relation to 1955-56		in relation to 1956-57		in relation to 1956-57	
	\$	\$	\$	\$	\$	\$	\$
Trans-Canada	1,440,406	—	365,187	1,075,219	—	452,858	622,361
Domestic	446,224	—	188,622	257,702	+	81,232	341,934
French	576,100	—	78,161	197,939	—	81,146	413,793
Total Network	2,462,830	—	631,970	1,830,860	—	452,772	1,378,088

Total Selective and Network	3,143,796	—	715,333	2,428,463	—	308,477	2,029,926
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# APPENDIX "H"

## CANADIAN BROADCASTING CORPORATION

### SUMMARY OF CONSTRUCTION 1953 TO 1958

- (a) Expenditures incurred on projects completed and under construction during the five-year period April 1, 1953 to March 31, 1958 amounted to \$23,074,328.70. Included in this figure are expenditures on buildings and technical plant.
- (b) Expenditures on bldgs. during the five-year period.

Description	Location	Estimated Cost	Final Cost			Difference Between Final Estimated Cost	
			Basis	Extras	Total	Under Estimate	Over Estimate
CBAX Transmitter Building	Moncton, N.B.	32,387	26,854	Nil	26,854	5,533	
CBT Transmitter and Studio Building	Grand Falls, Nfld.	54,713	52,948	Nil	52,948	1,770	
CBG Studio and Transmitter Building	Gander, Nfld.	57,011	53,869	Nil	53,869	4,045	
TV Studio, offices and Transmitter	Toronto, Ont.	1,113,870	958,474	94,753	1,053,227	80,643	
3rd TV Studio, Yonge St.	Toronto, Ont.	445,440	400,014	5,197	405,211	40,129	
Halifax TV Transmitter	Halifax, N.S.	114,525	61,313	3,370	64,683	44,842	
Television Transmitter and Studio	Ottawa, Ont.	396,381	333,320	18,071	351,391	44,990	
TV Transmitter, Mount Royal	Montreal, Que.	236,555	116,617	49,789	166,406	39,949	
Television Studios TV annex	Montreal, Que.	732,188	669,228	64,024	733,252	236	
CBUT Transmitter	Vancouver, B.C.	99,903	88,935	12,228	101,163		1,580
TV Studio, Georgia St.	Vancouver, B.C.	271,708	260,871	16,521	277,392		5,684
Radio and TV Studio and Transmitter	Portage and Yonge, Winnipeg, Man.	1,393,578	1,223,655	47,037	1,270,692	122,886	
CBY Transmitter	Cornetbrook, Nfld.	33,950	27,860	Nil	27,860	6,090	
CBI Transmitter Building	Sydney, N.S.	35,068	29,284	Nil	29,284	3,784	
CBN Transmitter Building	St. John's, Nfld.	28,360	24,585	Nil	24,585	4,065	
CBV Transmitter Building	St. Jean Chrysostome, Quebec	31,840	27,971	Nil	27,971	3,869	
CBO Transmitter Building	Rousesville, Ont.	26,430	22,198	Nil	22,198	4,232	
TV Extensions—Radio-Canada Bldg.	Montreal, Que.	1,327,280	1,229,742	82,340	1,312,082	15,198	
TV Extension—Jarvis St.	Toronto, Ont.	1,185,855	1,051,209	35,879	1,087,088	98,748	
Alteration to Carlton Theater	Toronto, Ont.	80,616	48,545	4,699	53,244	27,372	
Second TV Studio, Consolidated Bldg.	Vancouver, B.C.	147,954	142,238	4,027	146,885	1,069	
Halifax TV Studio	Halifax, N.S.	787,975	755,312	28,590	783,902	4,073	
<b>TOTAL</b>		<b>8,633,166</b>	<b>7,615,082</b>	<b>472,125</b>	<b>8,087,207</b>	<b>553,223</b>	<b>7,294</b>

July, 1959.

## APPENDIX "I"

## CANADIAN BROADCASTING CORPORATION

## COSTS OF MICROWAVE AND CONDITIONS OF RENTAL CONTRACTS

Television network transmission costs in 1957-1958 were \$2,636,923.00.

There are seven television network contracts between the CBC and the communication companies:

(1) Buffalo-Toronto-Montreal (Bell Telephone Company)

This contract became effective May 1, 1953 for a period of five years, i.e., to April 30, 1958, with option of renewal to April 30, 1963. This option has been implemented. This network also supplies service to stations at Peterborough, Kingston and Ottawa.

(2) Toronto-Windsor (jointly, CNR-CPR)

This contract became effective January 1, 1954, and terminates June 30, 1961, but contains an option for renewal to June 30, 1966. This network provides service to stations at Hamilton, Kitchener, London, Wingham and Windsor.

(3) Montreal-Rimouski (jointly, CNR-CPR)

This contract became effective July 17, 1954 and terminates March 31, 1962, but contains an option of renewal to March 31, 1967. This network provides French language service to stations at Sherbrooke, Three Rivers, Quebec, Jonquière and Rimouski.

(4) Montreal-Ottawa (Bell Telephone Company)

This contract became effective June 20, 1955 and terminates June 30, 1960, but contains an option of renewal to June 30, 1965. This network carries French language service from Montreal to Ottawa and to Rouyn.

(5) Montreal to Sydney and Toronto to Victoria (Bell Telephone Company)

This contract became effective September 28, 1955 and terminates June 30, 1968, with an option for renewal on a year to year basis thereafter. This network provides service to stations at Quebec, Saint John, N.B., Moncton, Charlottetown, Halifax, Sydney and Barrie, North Bay, Sudbury, Sault Ste Marie, Timmins, Port Arthur, Winnipeg, Brandon, Regina, Saskatoon, Prince Albert, Swift Current, Medicine Hat, Calgary, Edmonton, Red Deer, Lethbridge, Vancouver and Victoria.

(6) Rimouski to Matane (Bell Telephone Company)

This contract became effective August 1, 1958 and terminates September 30, 1963, but contains an option for renewal to September 30, 1968. This network carries French language service to the station at Matane.

(7) Sydney to St. John's, Nfld. (CNR)

This contract became effective June 23, 1959 and terminates June 22, 1964, but contains an option for renewal to June 22, 1969. This network provides service to stations at Stephenville (Harmon Field) and Corner Brook as well as St. John's.

All contracts provide for standards of transmission, penalties for interruption to service, rates for additional daily hours, overtime, occasional service, reversals and switching for both video and audio.

July, 1959.



## APPENDIX "J"

## CANADIAN BROADCASTING CORPORATION

## COSTS OF RENTAL OF STUDIOS AND REHEARSAL HALLS

At many of our locations, Studios, Rehearsal Halls and Offices are in the same premises and are covered by the same leasing transaction. In these cases, a reasonable division has been made and the amount shown for rental is for Studios and associated areas exclusive of offices. Examples are 1425 Dorchester St. and 1482 Guy St., Montreal.

At smaller locations, such as Grand Falls, Newfoundland and Regina, Saskatchewan, offices are a minor proportion of the area under lease and in these cases, the per annum rental covers studios, associated control rooms and offices required in administration of the local operation.

In all cases where rental of premises used for TV Studios is involved, the rental figure includes scenery "docking", or storage space associated with the studios.

Details are shown on the attached pages.

July, 1959.

## NEWFOUNDLAND REGION

Location	Address	Cost/Annum	Radio Studio	Television Studio	Rehearsal Hall
Grand Falls.....	High and Mill Road..	\$11,200.00	×	—	—
St. John's.....	Duckworth Street.....	\$13,412.50	×	—	—

## MARITIMES REGION

Halifax, N.S.....	100 Sackville St.....	\$24,168.00	×	—	—
Halifax, N.S.....	Nova Scotian Hotel.....	\$ 3,110.00	×	—	—
Halifax, N.S.....	7-11 Argyle.....	\$ 3,200.00	—	×	×
Sydney, N.S.....	247-251 Charlotte St.....	\$ 3,900.00	×	—	—
Moncton, N.B.....	232 St. George St.....	\$10,000.00	×	—	—

## QUEBEC REGION

Montreal.....	1244 St. Catherine St.....	\$22,122.00	—	—	×
Montreal.....	1173 Drummond St.....	\$ 4,200.00	—	—	×
Montreal.....	1425 Dorchester St.....	\$34,261.20	×	—	—
		\$10,974.00	—	×	—
Montreal.....	3710 Calixa Lavallee.....	\$ 1.00	×	—	—
		(\$10.00 'day for stage only) (\$75.00 per occasion with audience)			
Montreal.....	3510 Cote des Neiges Rd.....	\$12,000.00	×	—	—
Montreal.....	Saint Croix Blvd.....	\$36,000.00	—	×	—
Montreal.....	1137 Stanley St.....	\$48,000.00	—	×	×
Montreal.....	1482 Guy St. (4 halls).....	\$22,826.00	—	—	×
Montreal.....	1162 Crescent St.....	\$20,352.00	—	—	×
Montreal.....	1231 St. Catherine St.....	\$12,975.00	—	—	×
Chicoutimi.....	121 East Racine St.....	\$ 4,405.05	×	—	—
Quebec.....	Palais Montelam.....	\$ 8,000.00	×	—	—

## ONTARIO REGION

Toronto.....	9 McGill St.....	\$12,000.00	×	—	—
Toronto.....	90 Sumach St.....	\$48,732.00	—	—	×
Ottawa.....	Chateau Laurier.....	\$ 5,625.00	×	—	—
Windsor.....	Security Bldg.....	\$ 7,350.00	×	—	—

## PRAIRIE REGION

Winnipeg.....	444 St. Mary's Ave.....	\$10,620.00	×	×	—
Regina.....	1840 MacIntyre St.....	\$ 9,275.00	×	—	—
Edmonton.....	100th Street and Jasper Avenue.....	\$ 8,500.00	×	—	—

## STANDING COMMITTEE

CANADIAN BROADCASTING CORPORATION—*Concluded*  
 COSTS OF RENTAL OF STUDIOS AND REHEARSAL HALLS—*Concluded*

Location	Address	Cost/Annum	Radio Studio	Television Studio	Rehearsal Hall
BRITISH COLUMBIA REGION					
Vancouver.....	701 Hornby St.....	\$24,943.60	×	—	—
Vancouver.....	660 Howe St.....	\$14,293.56	×	—	—
Prince Rupert....	336 2nd Ave. W.....	\$ 900.00	×	—	—

## APPENDIX "K"

## INTERNATIONAL SERVICE

COSTS PER LANGUAGE SECTION 1957-58

## A—CENTRAL AND EASTERN EUROPE

(1) German, Polish, Czech, Russian, Ukrainian	
Salaries (7 each) \$36,000 × 5.....	\$180,000
Performers Fees.....	5,000
	<u>\$185,000</u>
(2) Austrian, Hungarian, Slovak	
Salaries (3 each) \$13,000 × 3.....	\$ 40,500
P.F.....	2,500
	<u>\$ 43,000</u>
Total Central and East European.....	\$185,000
	<u>43,000</u>
	<u>\$228,000</u>

## B—WEST EUROPEAN

Dutch, Italian, Danish, Norwegian, Swedish	
Salaries (3 each) \$16,500 × 5.....	\$ 82,500
P.F.....	7,000
	<u>\$ 89,500</u>

## C—LATIN AMERICAN

Spanish and Brazilian	
Salaries (12).....	\$ 69,000
P.F.....	5,000
	<u>\$ 74,000</u>

## D—ENGLISH

Salaries (11).....	\$ 50,000
P.F.....	25,000
	<u>\$ 75,000</u>

## E—FRENCH

Salaries (10).....	\$ 45,000
P.F.....	12,000
	<u>\$ 57,000</u>

## F—MUSIC

Salaries (5).....	\$ 21,500
P.F.....	50,000
	<u>\$ 71,500</u>

TOTAL COST.....\$595,000



## APPENDIX "L"

QUERY BY MR. EGAN CHAMBERS M.P. RE INTERNATIONAL SERVICE BUDGET ITEM  
"PRINTING OF PUBLICATIONS"

*Answer*--This item covers mainly the cost of printing the International Service schedule, distributed free to listeners on their request. It is issued seven times a year. It contains program information in the various languages of the Service, including frequencies of broadcast. The mailing list comprises nearly 200,000 addresses. The cost runs somewhat under \$4,000 per issue. The issue printed close to the end of any fiscal year is charged in that fiscal year or the succeeding one, depending on receipt of invoice. This accounts for the somewhat low figure for 1956-1957.

The year 1957-1958 was the year of the Brussels International Fair. In keeping with our practice of providing copies of our schedule for distribution at the Canadian booth of major international fairs where the Department of Trade and Commerce is represented, and where such publicity can promote our audience, we arranged an additional run of schedules to cover the duration of the fair and the large number of visitors expected. We consulted the Government Exhibition Commission as to the minimum number required and so ordered. This increased the annual schedule printing figure from approximately \$28,000 to \$36,000.

An additional cost during this year was the purchase of several years supply of the External Affairs booklet "Canada from Sea to Sea" (15,000 English, 5,000 French) at a cost of \$3,400. Such publicity material is used for mailing to groups among our listeners, such as teachers, study groups, etc., where the information will serve to answer authoritatively the range of questions such listeners ask.

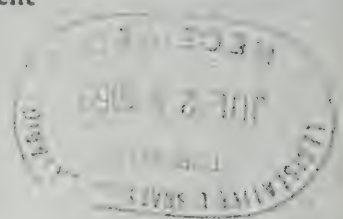
There were also smaller additional printing expenses under this item for the printing of Spoken Word Transcription Catalogues (English, French, Spanish) where none were printed the preceding year.





HOUSE OF COMMONS

Second Session—Twenty-fourth Parliament  
1959



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SPECIAL COMMITTEE ON  
**BROADCASTING**

*Chairman: G. E. HALPENNY, Esq.*

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MINUTES OF PROCEEDINGS AND EVIDENCE

No. 21

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FRIDAY, JULY 10, 1959

TUESDAY, JULY 14, 1959 (IN CAMERA)

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CANADIAN BROADCASTING CORPORATION  
INCLUDING SECOND REPORT TO THE HOUSE

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WITNESSES:

Messrs. R. P. Landry, Assistant to the President, Canadian Broadcasting Corporation; J. P. Gilmore, Controller of Operations; W. R. Johnston, Assistant Controller of Broadcasting (Commercial); W. G. Richardson, Director of Engineering; R. C. Fraser, Director of Public Relations; G. Young, Assistant Controller of Broadcasting (Station Relations); and M. Ouimet, Deputy Controller of Broadcasting.

THE QUEEN'S PRINTER AND CONTROLLER OF STATIONERY  
OTTAWA, 1959

SPECIAL COMMITTEE ON BROADCASTING

Chairman: G. E. Halpenny, Esq.,

Vice-Chairman: J. Flynn, Esq.,

and Messrs.

Miss Aitken,  
R. A. Bell (*Carleton*),  
Tom Bell (*Saint John-  
Albert*),  
Brassard (*Lapointe*),  
Mrs. Casselman,  
Chambers,  
Dorion,  
Eudes,  
Fairfield,  
Fisher,  
Forgie,

Fortin,  
Johnson,  
Kucherepa,  
Lambert,  
Macquarrie,  
Mitchell,  
Muir (*Lisgar*),  
McCleave,  
McGrath,  
McIntosh,  
McQuillan,

Nowlan,  
Paul,  
Pickersgill,  
Pratt,  
Richard (*Ottawa East*),  
Robichaud,  
Simpson,  
Smith (*Calgary South*),  
Smith (*Simcoe North*),  
Taylor,  
Tremblay.

J. E. O'Connor,  
Clerk of the Committee.



## REPORT TO THE HOUSE

The Special Committee on Broadcasting has the honour to present the following as its

### SECOND REPORT

On Wednesday, April 29, 1959, your Committee was constituted with the following Order of Reference:

That a Select Committee be appointed on Broadcasting to consider radio and television broadcasting together with the Annual Report of the Canadian Broadcasting Corporation, and to review the operations, policies and aims of the Corporation and its revenues, expenditures and development, with power to examine and inquire into the matters herein referred to, and to report from time to time their observations and opinions thereon, and to send for persons, papers and records;

That the Committee have power to print such papers and evidence from day to day as may be deemed advisable or necessary;

That the Committee have power to meet while the House is sitting;

That the Committee shall consist of 35 members;

That Standing Orders 66 and 67 be suspended in relation thereto.

In order to fulfill its responsibilities as set forth in its Order of Reference your Committee hoped to include in its study the following:

1. The Canadian Broadcasting Corporation—its organization and structure; aims and functions; policies and operations; revenue and expenditures; and programming and plans for future development.

2. The Board of Broadcast Governors—its views on its role in Broadcasting; its relationship to the Canadian Broadcasting Corporation and to the regulation of public and private Broadcasting.

3. The Canadian Association of Broadcasters and such other representatives of independent radio and television as wished to present to the Committee views on the subject of Broadcasting.

Although your Committee has held 33 meetings, heard statements and recorded evidence from the Board of Broadcast Governors and senior officers of the Canadian Broadcasting Corporation; as a result of the thorough nature of its study and the limited time available it was possible only to consider in detail the first item of its proposed program, that is the Canadian Broadcasting Corporation.

To facilitate its examination, the Committee adopted a very detailed and exhaustive agenda dealing with C.B.C. matters. It was able to complete this agenda, but regrets to report that due to shortage of time, it was unable to hear all the witnesses necessary to report on all matters set out in the terms of reference. Specifically, your Committee was unable to complete its examination of the Board of Broadcast Governors and no representatives of the private broadcasters were heard. This leads your Committee to the conclusion that its work is incomplete.

Accordingly, your Committee recommends that it be reconstituted at the earliest possible stage of the next ensuing Session of Parliament, and be then authorized to complete the hearing of evidence and to present its final conclusions and recommendations to the House and that the terms of reference permit the Committee to use the evidence taken at this Session for such purposes.

Your Committee affirms its support of the basic aims and objectives of the C.B.C. We commend the officers of the Corporation for their efforts to further these aims and objectives.

Your Committee regrets that it must report its conviction that the administrative structure of the Corporation is weak and in need of a thorough revision. There is a lack of clear definition of responsibilities and authority of the various executives and junior executives of the Corporation. There appears to be at times a multiplicity of authority, at others, a divided authority in the Corporation, and an apparent lack of effective liaison between the top-level management team on the one hand and those directly responsible for program production and distribution on the other. This has caused confusion and a wavering in morale of many employees, which are factors to which recent troubles of the Corporation may be largely attributable.

Your Committee believes that the process of decentralization of the Corporation's administrative and managerial functions may well have gone too far. The Board of Directors should give immediate consideration to an administrative reorganization and the restoration of clear authority and responsibility to the central headquarters in Ottawa.

Your Committee believes that the Board must assume full responsibility for policy, and recommends that the person occupying the position of Chairman of the Board shall not hold other executive offices in the Corporation, and that a Chairman of the Board be appointed.

Your Committee investigated the charge that "clandestine political influence" was responsible for the removal of the program, "Preview Commentary" and found no evidence to support the charge.

Your Committee recommends that a senior officer of the Corporation, with headquarters in Ottawa, be vested with the clear authority and responsibility for all supervision of production. This officer would be responsible for: liaison between top management and those responsible for the production, presentation and distribution of programs; the observance of budget control; the assurance that one person is definitively responsible for the production and presentation of each program or series of programs.

Your Committee gave lengthy attention to the financial operations of the Corporation. These operations divide naturally into capital expenditures and operating expenditures.

So far as capital expenditures are concerned, your Committee believes the test should be that of demonstrated unduplicated need. In view of the fact that the Corporation is required by Section 35(2) of the Broadcasting Act to submit to the Minister of National Revenue and the Minister of Finance before November 10, 1959, a five-year capital program, your Committee believes any further general comment would not be useful.

Your Committee gave lengthy attention to the financial operations of the those parts of Canada unserved or poorly served by C.B.C. radio and television. Your Committee received from the Director of Engineering a very detailed and enlightening presentation of the problem of extending service to presently unserved areas. These areas are in such contrast to the main urban regions with their diversity of such service, or with other choices, that we would commend to the C.B.C. and to the Governor-in-Council, when considering the capital budget, consideration of extension of facilities, wherever technically feasible, before other large capital expenditures related to the existing service structure (except where these expenditures result in operating economies) or any costly extension of programming hours. In this regard, we commend to the C.B.C. the minimum nodal population figure of 5,000 as a target for such extensions of service within the next five years.



Your Committee was unable to ascertain that there is any intelligible formula or pattern used in determining the annual budget of the C.B.C. The recent steep rises in the costs met by annual vote of Parliament is noted with concern.

It is suggested by your Committee that some formula be adopted whereby limits may be set on the annual contribution of the federal government to the Corporation. Further, your Committee is of the opinion that increased effort should be made to ensure the emergence of vigorous commercial policies.

Your Committee was concerned at the low rate of recovery on most sponsored television programs and the indefiniteness of the method of setting the prices for a program package. It is acknowledged that the dearth and spread of population in Canada, necessarily linked with an attenuated network service, creates a difficulty to recoup the entire cost of some types of programs.

Despite this, there is a suggestion of inequity in the disparity between the charges to different sponsors. Therefore, your Committee recommends to the the Board of Directors a careful and immediate study of this problem, in order to find a practicable formula and to obtain the maximum return from sponsored programs. It is further recommended that where there is a program field such as sports, where the demand is high, that the C.B.C. should not compete in buying the telecasting rights but should allow such events to find their own level in the market, merely offering time and production facilities at a reasonable profit to the Corporation.

Your Committee believes that it is a basic function of the C.B.C. to achieve a national program balance as between the various forms of entertainment and other telecasts. But, your Committee is not convinced that this requires the C.B.C. to establish a monopoly on telecast production. The power of veto which the C.B.C. has over any proposed production is sufficient to enable the Corporation to carry out its mandate. Specifically, the Committee entertains real doubt that the C.B.C. should insist upon exclusive production rights in a sponsored show, which it then sells to a sponsor at less than cost.

Your Committee does not wish to express more than preliminary views on this subject, but it does recommend that the Board of Directors, in collaboration with the appropriate Controllers give immediate consideration to permitting and encouraging the production and presentation of broadcast network programs by other outside sources with a view to reducing costs, increasing income and encouraging in Canada the development of new pools of talent and new program production agencies.

In making a recommendation for study of this matter, the Committee emphasizes that it does not seek to derogate in any way from the essential authority of the C.B.C. Board of Directors and the Board of Broadcast Governors to bring about a balanced national program service.

Your Committee wishes to record its appreciation to officers of the Canadian Broadcasting Corporation and the Board of Broadcast Governors who appeared before it and contributed to its work.

A copy of the Minutes of Proceedings and Evidence is appended.

Respectfully submitted,

G. E. HALPENNY,  
*Chairman.*





## MINUTES OF PROCEEDINGS

FRIDAY, July 10, 1959.

The Special Committee on Broadcasting met at 9.35 a.m. this day. The Chairman, Mr. Halpenny, presided.

*Members present:* Miss Aitken, Messrs. Bell (*Carleton*), Bell (*Saint John-Albert*), Brassard (*Lapointe*), Chambers, Dorion, Fisher, Flynn, Forgie, Halpenny, Johnson, Kucherepa, Lambert, Mitchell, Muir (*Lisgar*), McGrath, Pickersgill, Pratt, Taylor and Tremblay. (20).

*In attendance:* Mr. R. P. Landry, Assistant to the President, Canadian Broadcasting Corporation, assisted by Messrs. W. G. Richardson, Director of Engineering; Marcel Ouimet, Deputy Controller of Broadcasting; J. P. Gilmore, Controller of Operations; R. C. Fraser, Director of Public Relations; M. Henderson, Comptroller; W. R. Johnston, Assistant Controller of Broadcasting (Commercial); R. E. Keddy, Director of Organization; P. A. Halbert, Assistant Secretary, Board of Directors; Marcel Carter, Controller of Management Planning and Personnel; and G. Young, Assistant Controller of Broadcasting (Station Relations).

The Chairman observed the presence of quorum and read into the record answers to certain questions by Mr. Johnson at a meeting of the Committee on July 7th.

On the questions of the record of performance of the commercial organization for the past three years; comparison by location of information services, staff and costs; purpose and cost of publications; value of free time given to philanthropic organizations; functions of, and comparison by location of staff and cost of the Engineering Division; and construction undertaken during the last five years, Messrs. Johnston, Fraser, Richardson, Gilmore and Ouimet were questioned.

At 11.00 a.m. the Committee recessed in order that Members might attend the convening of the day's sitting of the House.

At 11.45 a.m. the Committee reconvened and information concerning costs of microwave and rental contracts; new construction plans; policy on calling public tenders; rental of studios and rehearsal halls; and architectural staff was elicited from Messrs. Richardson and Gilmore.

With regard to Part G of the Committee's Agenda, Messrs. Young, Johnston, Gilmore and Ouimet were questioned concerning relations with private radio and television; analysis of possible regional networks; and cost and justification of Dominion (Radio) Network.

At 1.10 p.m., the Committee having completed its agreed Agenda, adjourned to meet again at 9.30 a.m. on Tuesday, July 14, 1959.

TUESDAY, July 14, 1959.

The Special Committee on Broadcasting met *in camera*, at 9.40 a.m. this day. The Chairman, Mr. Halpenny, presided.

*Members present:* Miss Aitken, Messrs. Bell (*Carleton*), Bell (*Saint John-Albert*), Brassard (*Lapointe*), Mrs. Casselman, Messrs. Chambers, Dorion, Fisher, Flynn, Forgie, Halpenny, Kucherepa, Lambert, Muir (*Lisgar*), McCleave, McGrath, McIntosh, McQuillan, Paul, Pickersgill, Pratt, Smith (*Calgary South*), Smith (*Simcoe North*) and Tremblay. (24).

*Agreed*,—To print as appendices to the recorded proceedings of Friday, July 10th, letters received from Messrs. Roland D'Amours and Pierre Chaloult, each referring to references made to them during the course of the Committee's hearings.

*Agreed*,—That a letter received from Mr. Harry MacDonald, Secretary to the Board of Directors of the Canadian Broadcasting Corporation, asking that certain changes be made in the testimony of Mr. G. Young, Assistant Controller of Broadcasting (Station Relations), on Friday, July 10th, be approved and that outstanding answers to questions asked previously by Committee Members be printed as appendices to the Committee's records.

The Committee proceeded to the consideration of a "Draft Report to the House" and at 11.00 a.m. adjourned to meet again at 3.00 p.m. this day.

#### AFTERNOON SITTING

The Special Committee on Broadcasting reconvened at 3.05 p.m. this day. The Chairman, Mr. Halpenny, presided.

*Members present:* Miss Aitken, Messrs. Bell (*Carleton*), Bell (*Saint John-Albert*), Brassard (*Lapointe*), Mrs. Casselman, Messrs. Chambers, Dorion, Fisher, Flynn, Forgie, Halpenny, Johnson, Kucherepa, Lambert, Mitchell, Muir (*Lisgar*), McCleave, McIntosh, Paul, Pratt, Smith (*Calgary South*), Smith (*Simcoe North*) and Tremblay. (23).

Following further discussion concerning the "Draft Report to the House" and its amendment, the Report was approved and the Chairman instructed to present it to the House as the Committee's "Second Report" to the House.

At 5.00 p.m. the Committee adjourned.

J. E. O'Connor,  
Clerk of the Committee.



NOTE: Text of the Proceedings recorded in the French language appears immediately following this day's Evidence.

REMARQUE: Le texte des témoignages recueillis en français figure immédiatement à la suite du compte rendu des délibérations de la séance d'aujourd'hui.

## EVIDENCE

FRIDAY, July 10, 1959.  
9.30 a.m.

The CHAIRMAN: Gentlemen, we have a quorum.

I would like to read into the record a letter received by Mr. O'Connor. This letter is over the signature of Mr. Barry MacDonald and is in answer to some questions which were asked:

On July 7 Mr. Johnson asked for certain information concerning "La Semaine à Radio-Canada".

(a) How many clerical personnel are employed in its production?  
One clerk full time, one clerk half-time and one steno quarter-time.

(b) How many editors?  
One editor full time, six writers half-time and one listings editor half-time.

(c) What would cost of each issue be?  
As of April 30, 1959: printing and engravings: \$1,380 gross; \$918 net.

(d) Was printing contract awarded by tenders?  
Tenders were asked again last summer of different printers in Montreal. The following concerns presented submissions: Ernest Therrien & Fils Ltée, La Patrie Ltée, Le Samedi and Southam Printing Company. The submissions of these four printing houses were higher than the one submitted by Desmarais, our printer at that time. We have continued doing business with Desmarais.

This letter is signed by Mr. Barry MacDonald, Secretary of the Board of Directors.

Gentlemen, we are still on Part E, sub item (c) of item 3 (c)—record of performance of commercial organization of past three years: demonstration of sales technique. Are there any questions in connection with (c); if not, we shall move to Item 4 "public relations and information services". I will wait for a moment on (c) until Mr. Fisher checks to see whether or not he has any questions to ask. I am referring to (c) under Item 3, on page 2 of the agenda.

Mr. FISHER: Mr. Chairman, I just wanted to know how this got on the agenda?

The CHAIRMAN: I think it was decided after the steering committee came back and asked the members of the committee if there were any additions. I am sorry; I recall it now. Mr. O'Connor has brought it to my attention that the C.B.C. suggested this possibility as it might be interesting to us. Is that correct?

Mr. JOHNSTON: Mr. Chairman, that is as I recall it and I believe this was something that it intended to cover when the committee went to Toronto.

The CHAIRMAN: Are you satisfied, Mr. Fisher? May we pass on?

Mr. JOHNSON (*Chambly-Rouville*): Mr. Chairman, I have a question.

The CHAIRMAN: Is it on public relations and information services?

Mr. JOHNSON (*Chambly-Rouville*): It is in connection with (c).

The CHAIRMAN: Proceed.

Mr. JOHNSON (*Chambly-Rouville*) (*Interpretation*): Mr. Chairman, in regard to the personnel department in the commercial organization set-up in Montreal, does it occur that the C.B.C. imposes a program on a sponsor instead of allowing the sponsor to choose such and such a program, or instead of allowing him to organize it?

Mr. JOHNSTON: I would say, Mr. Chairman, that we are not always able to provide to the sponsor the specific program that he might like to put on the air at a given time. The time available will be governed by what other sponsors have already purchased, and the type of program we feel can be scheduled at a given time is, of course, related to our over-all plans of programming across the week.

At the present moment, for instance—and I am thinking more particularly of the English network, with which I am more familiar—the western type of program is rather in the ascendant, and it might well be that several advertisers on a given evening, if time were available to them on those evenings, might wish to schedule programs of that type.

In our over-all program structure we strive to achieve a balance of programming during the evening or across the week and in this way it might not be possible for a specific program to be made available to a specific advertiser at the time that was available to him.

Mr. JOHNSON (*Chambly-Rouville*) (*Interpretation*): Well, Mr. Chairman, perhaps Mr. Ouimet can clarify this point. Could it happen, for example in Montreal, on the French language network, that the C.B.C. would impose between two programs of the same type, that it might impose one rather than another on the sponsor; for example, let us take a very interesting program, which is on its way out, called "Point de Mire", as compared with a rather similar category of program called "Pays & Merveilles", which is still on the air after quite some years. The reason I give this example is because I sincerely believe the C.B.C. has a general policy—and you can correct me if I am wrong—which consists of not leaving a program too long on the air, with a view to a variation of programs.

The CHAIRMAN: Are they commercial programs or sustained programs?

Mr. MARCEL OUMET (*Deputy Controller of Broadcasting*): On this specific point, we offer our programs in packages as a whole, that is to say, a complete package made up of various elements of a program. In the case of the two programs you mentioned, it was not a question of imposing one rather than the other. It was a question of the availability of one and the non-availability of the other under the regulations of the C.B.C. Point de Mire, being considered a full-fledged opinion broadcast was not available for sponsorship under the regulations of the C.B.C. The other one, Pays & Merveilles, being considered more of a type of travelogue in which very few opinions are injected, was made available for sponsorship. It was not a question of imposing one rather than the other. They were not of the same type.

Mr. JOHNSON (*Chambly-Rouville*) (*Interpretation*): Mr. Ouimet, may I ask, if a sponsor, through an agency, offers to sponsor a C.B.C. program on condition that the C.B.C. will take such and such a performer, do your commercial representatives in Montreal accept such a proposition from an agency?



Mr. OUIMET: May I repeat that our programs are packages. However, like in any sound business we negotiate the sale of programs. It may be that the agency will have a very good suggestion as to the content of the program. The agency may suggest one person rather than another. In this case, insofar as it is possible, we endeavour to reach a compromise. It is not a question of imposing one artist rather than another, or one program rather than another. It is a question of sound business practice and of sound negotiations generally speaking.

The CHAIRMAN: Thank you, Mr. Ouimet. We are getting a little off Item 3(c). This has to do with record of performance of commercial organization of past three years. I would say that has more to do with increases in sales.

Mr. BRASSARD (Lapointe): I do not know whether or not my question is in order. I will abide by your ruling. Would the C.B.C. tell the committee whether or not the social credit movement, or party or whatever it is called, could have some free time on the C.B.C. or could buy some time on the C.B.C. In doing so, I assure you I have no intention of trying to gain their favours.

The CHAIRMAN: I realize that.

Mr. LANDRY: This matter is on the agenda of the executive committee of the C.B.C. at their meeting this morning in Ottawa.

The CHAIRMAN: May we go to the next item, public relations and information services.

Mr. FISHER: I have to preface this question. Mr. Bushnell earlier provided me with some information to the effect that when the C.B.C. feels the press has been biased and misinformed, they take corrective measures to seek to put the correct facts forward. I would like to know what the reaction of the C.B.C. is going to be at the present time to alter the newspaper comment, especially editorial comment, which we are getting, and which to me is misinterpreting all these financial statistics.

Mr. LANDRY: I would like to have Mr. Fraser answer this question.

Mr. PICKERSGILL: I have a supplementary question. Has Mr. Fisher read the letter in the *Gazette* this morning containing a correction from the C.B.C. on this very point?

Mr. R. C. FRASER (*Director of Public Relations, Canadian Broadcasting Corporation*): The policy of answering editorials is this. If a newspaper has made an error in fact, we reply to it immediately.

Mr. FISHER: That would keep you pretty busy.

Mr. FRASER: It does indeed, especially since this committee started. If the newspaper is expressing an opinion, we have found from experience that it does not pay to try to answer that because if it is an opinion you can go on with an exchange of correspondence for years. We try to stick to errors in fact. We have done that, as Mr. Pickersgill pointed out, in the case of the *Gazette* yesterday and today.

Mr. FISHER: Have you ever considered being a bit more militant?

Mr. FRASER: Yes. I think we have become more militant, especially in the past year or so.

Mr. FISHER: I observe that these Bay street vigilantes can only be handled with a bit of militancy.

Mr. PICKERSGILL: Could Mr. Fraser give us a brief description of the functions of the information service?

The CHAIRMAN: Do you have a short statement?

Mr. FRASER: Basically, it is a question of providing an information service on the output of our programming services in two languages, the output of

five networks, two French and three English, the output of our operating divisions across the country and the output of our local programming. That would be the basic function dealing with program information and distributing this program information to the press, the public, the staff, advertising agencies and affiliated stations, and so on.

In addition to that, another basic task is to keep our people internally informed of public opinion as expressed through letters, telephone calls, and so on. For example, last year we processed approximately 1,300,000 letters and over 600,000 telephone calls. We also keep our people informed of press opinion about the corporation and about broadcasting generally.

We provide our people with a digest of developments in the broadcasting world generally. In addition to that, we provide certain internal basic services such as library service at the various points, receptionists and that type of thing. I think that would be a summary of our basic functions in a nutshell.

Mr. PICKERSGILL: Does the public relations or information service attempt to influence public opinion about the C.B.C.?

Mr. FRASER: I would think that as a matter of policy, public relations should be mainly based on the product itself; and public relations is only as good as its product.

Mr. BELL (*Saint John-Albert*): In respect of public relations, to what extent is the general public allowed to go through your operations in Toronto and Montreal and see particular programs, and so on? I ask that because of our trip to Toronto where I think the members had a better understanding and at least I hope a better appreciation of the problems and difficulties.

Mr. FRASER: Last year we handled about 60,000 people in groups of varying sizes across the country in our studios. In most instances our facilities for handling the public are extremely poor. As you noticed in Toronto, it is almost impossible to conduct a tour properly. It is better in Montreal because we have the Radio Canada building where we can handle tours.

In many other locations in Montreal and elsewhere it is not practical; such visits would interfere with operations. We would like to have ideally a situation whereby the public could be taken on a conducted tour through a television station and watch a program in progress through plate glass windows and this type of thing. However, we just cannot afford it.

Mr. DORION (*Interpretation*): Mr. Chairman, if I properly understood the witness, he told us when they have to echo public opinion they use especially the opinions expressed in the newspapers.

Mr. FRASER: No, Mr. Dorion I did not intend to convey that impression. Public opinion is conveyed to our people in several ways—letters, telephone calls, which are direct communications with the public, and press opinion, which sometimes reflects public opinion and, perhaps, sometimes differs. Press opinion, obviously, is expressing some public opinion at all times, but not necessarily majority opinion at all.

Mr. DORION (*Interpretation*): Yes, but the only thing is, when you speak of newspaper opinions, is it just the opinion of certain newspapers, or do you take into account all the nuances of opinion, the shades of opinion of all the newspapers in general, including the weeklies?

Mr. FRASER: Yes, Mr. Chairman, we provide a completely factual account to our people of what newspapers of all types have said editorially.

Mr. PICKERSGILL: A supplementary question, Mr. Chairman. Do you read *Montreal Matin* assiduously?

Mr. FRASER: We read every newspaper assiduously, Mr. Pickersgill.

Mr. TREMBLAY: The *Toronto Star* too?



Mr. JOHNSON (*Chambly-Rouville*): When you say "we", do you mean to say, for example, in Montreal is there somebody in charge of reading the papers, to know the different shades of opinion?

Mr. FRASER: We do this in two ways. We have a clipping service which provides us with clippings from all newspapers. These clippings are summarized, and this information is passed on to our people. In addition to this, in order to get reaction more quickly—the clipping services take some time to get the clippings in—our own people read the daily newspapers at all points. These are clipped and sent to one person who summarizes what these editorials have said factually, who then passes it on.

Mr. JOHNSON (*Chambly-Rouville*): When you refer to your own people, do you mean your people in Montreal—somebody in charge there?

Mr. FRASER: I am speaking of the information services strictly.

Mr. JOHNSON (*Chambly-Rouville*): Is there a section for each production centre? Is there a special information service in Montreal?

Mr. FRASER: We have information service offices at Halifax, Montreal, Ottawa, Toronto, Winnipeg and Vancouver. They are basically geographically located offices.

Mr. JOHNSON (*Chambly-Rouville*): Your people at a certain location, if they have to send a letter to a paper, do they send a letter for approval first to the regional director?

Mr. FRASER: Not necessarily, Mr. Johnson. It depends entirely on what the editorial is about. They might do this under some circumstances, but in the main it is not necessary because they are dealing with matters of fact, and if they have those facts themselves they answer the editorial automatically.

Mr. JOHNSON (*Chambly-Rouville*): Do I understand they do not have to have any permission from the regional director if they want to send a letter or protest to a paper?

Mr. FRASER: I think you would have to take each case on its merits, and if it was to do with policy, most certainly, they would have to; but if it was a matter of straight operational facts and figures it would not be necessary.

Mr. JOHNSON (*Chambly-Rouville*): They do not engage in giving opinions?

Mr. FRASER: Absolutely not.

Mr. JOHNSON (*Chambly-Rouville*): Or starting discussions in the papers?

Mr. FRASER: It is not our function to engage in that sort of thing.

Mr. LAMBERT: This news clipping service, and the use made of it, is it merely passed on to people below for their own information, and they may draw their own conclusion; or is interpretation made at certain senior levels, perhaps, and issued in the form of directives?

Mr. FRASER: There are two things, Mr. Lambert. The first is, we pass these summaries of press opinion along to what we call our management group of the corporation's people all across the country; that is, everyone who can be considered on the management level. In addition to that, now, we have started a monthly public relations appraisal. It is a monthly appraisal of the public relations situation in which the corporation finds itself at that time.

Mr. LAMBERT: When did that start?

Mr. FRASER: That has started recently. It has been in plans for some time, but we have only been able to start it just recently. But prior to that time there was discussion on this type of thing on a per occasion basis. It was our job to bring it to the attention of management as things came up.

Mr. TREMBLAY (*Speaking in French—not interpreted*).

The CHAIRMAN: I do not think this will need an answer. Interpretation please.

Mr. TREMBLAY (*Interpretation*): To follow up Mr. Pickersgill's question, in your appreciation of the newspaper opinions, do you take account of pseudo-journals like *La Réforme*, so-called?

The CHAIRMAN: Mr. Dorion?

Mr. DORION (*Interpretation*): Mr. Fraser, I think you have, have you not, every week a press review of the weeklies?

Mr. FRASER: This is a program which is on the air to which you may be referring, and it is not under my jurisdiction; but in English it is called Neighbourly News and it is a summary of the news reported in the weekly press.

Mr. DORION (*Interpretation*): Do you have the same thing on the French network?

Mr. OUIMET: Yes, on the French radio network, I think it is called *La Revue Des Hebdomadaires*. It used to be on on Sunday, but, personally, I do not hear it very often because at that time, generally, I am on my way to church.

Mr. DORION: Mr. Chairman, I would like to compliment the C.B.C. on that program.

The CHAIRMAN: Yes, Mr. Dorion?

Mr. DORION (*Interpretation*): I would like to say at this point that this review program is, in fact, very well done, and I wish to express the hope that it will become more so, and that most of the Quebec weeklies which express local opinions may be consulted as much as possible.

The CHAIRMAN: Yes, Mr. Pickersgill?

Mr. PICKERSGILL: Mr. Chairman, I hope this does not mean that Mr. Dorion does not go to church.

Mr. DORION: Yes, I do, but at a different time.

Mr. JOHNSON (*Chambly-Rouville*): Supplementary to this question, Mr. Chairman, I am very pleased to learn that C.B.C. has become very religious since *La Belle de Céans*.

Mr. FRASER: We are on the side of the angels.

Mr. CHAMBERS: When somebody phones up about a program, is this phone call handled by your department?

Mr. FRASER: Yes. We make a daily summary of telephone calls and of mail. We try to summarize the gist of a telephone call; and this is passed along to our program people.

Mr. CHAMBERS: When some one phones they are directed to your department?

Mr. FRASER: Yes, normally.

Mr. CHAMBERS: Do you maintain a service as long as the station is on the air?

Mr. FRASER: It all depends on the location. In Toronto and Montreal these calls are directed to the information desk after five o'clock at night. Prior to five o'clock they are directed to the audience relations section.

Mr. CHAMBERS: And that desk is open until when?

Mr. FRASER: I think it is open until 11 o'clock.

Mr. CHAMBERS: I remember the most satisfactory telephone conversation I ever had with the C.B.C. was when I telephoned to complain about a late movie, and the only person I could get was the sweeper. He agreed with me completely.



Mr. FRASER: We might get him to join the public relations staff.

The CHAIRMAN: Make him the chief?

Mr. PICKERSGILL: You had better file that offer.

Miss AITKEN: In reference to these one and a half million letters, is the C.B.C. influenced by them, and do you answer them all? I think most people write in to protest.

Mr. FRASER: Oddly enough, this does not appear to us so. I believe of that number about 70,000 require a separate and individual answer per year. The balance come in in some connection with contests, and others just make a straight comment which requires no reply. However, about 70,000 do.

These again are summarized and passed on to the program people who take these, along with surveys, into consideration in trying to assess public opinion.

Miss AITKEN: I personally have added considerably to that one and a half million letters in the last two or three weeks, because when anybody called me to complain about a certain Toronto program, I suggested that they write directly to the C.B.C.

Mr. FRASER: I do not know whether to thank you or not.

Mr. PICKERSGILL: I would like to ask Mr. Fraser if these digests of opinion are passed on in the first place to your own board of directors or executive committee, and if this information is made available to the Board of Broadcast Governors?

Mr. FRASER: The information is not made available to the Board of Broadcast Governors, but it is made available to our directors.

Mr. FISHER: The Board of Broadcast Governors would be within its rights in asking for it?

Mr. FRASER: I am not certain about that. This is a service provided by the corporation and paid for by the corporation. It is provided to its people.

Mr. FISHER: I would like to ask you about a couple of cases where the C.B.C. gave in to popular demand. If requests should pour in, and there is a program and they are irritated with it, and these requests would come in, when does it reach the stage where you feel there is enough of a crisis situation that you would get in touch with the people who have the power to alter the thing, and decide to go ahead.

Mr. FRASER: This is done immediately. We have a standing rule at all our operational points, when there is unusual public reaction,—and this must be left to the judgment of the people—but immediately there is unusual reaction, it is telexed to our main office and it is then brought up immediately either at a meeting, or it is brought to the attention of the president or at a meeting of the senior management committee where it is discussed.

Mr. FISHER: What is your relationship with the Couchiching conference.

Mr. FRASER: There is no relationship with them at all, other than the fact that our staff would publicize Broadcasts in that connection.

Mr. FISHER: Was your staff responsible last summer for the publication in which reading material was set out in relationship to the Couchiching conference?

Mr. FRASER: I would think not. Our work would confine itself, I believe, to pre-publicity of the broadcasts.

Mr. FISHER: You spoke earlier about library services.

Mr. FRASER: These are reference libraries across the country.

The CHAIRMAN: Before there are any further questions may I suggest that your questions be as short as possible and that the answers be as short as possible because we would like to complete this whole agenda this morning.

Mr. JOHNSON (*Chambly-Rouville*) (*Interpretation*): Well, in putting any question, Mr. Fraser, I am taking it for granted that this in fact the information service which deals with the problems involved. What is the practice of the C.B.C.—and I speak especially of the Montreal French language network as regards the distribution of publicity printed in the newspapers, to give publicity to programs? As an example, let us take a very good announcement regarding a very popular program Chez Miville, which I never saw anywhere else than in a daily which has a very limited circulation in Montreal.

The CHAIRMAN: Are these paid advertisements you are asking about, or editorial comments?

Mr. JOHNSON (*Chambly-Rouville*): No, I do not think so.

The CHAIRMAN: They are paid advertisements.

Mr. FRASER: I cannot give you a specific answer on that specific program. But we have carried paid advertisements in the weekly newspapers of Quebec also.

Mr. JOHNSON (*Chambly-Rouville*): Do you ask all the daily newspapers to take these advertisements?

Mr. FRASER: Not necessarily, we may or we may not, depending entirely on the need, the circulation, and that type of thing. We do not do a great deal of paid newspaper advertising because we do not have the money. So that every time we do carry out this type of thing, it is studied quite carefully, and we try to assess the thing we are trying to do, and then use the papers which can do the best job for us. These papers may vary from time to time.

The CHAIRMAN: The same as any other business.

Mr. FRASER: Exactly.

Mr. JOHNSON (*Chambly-Rouville*): When you want to make a promotional campaign for a certain program which is sponsored—that is why I took this example—would you consider it to be better advertising and publicity to give it to a paper with a very large circulation?

Mr. FRASER: We might or we might not. I can only say that it would depend on what we are trying to achieve. You cannot use advertising according to a set formula. I think you have to consider it in the light of what you are trying to achieve with a specific thing, and then to weigh all your possibilities and try to carry them out.

The CHAIRMAN: You will find that your sponsor paid for these advertisements, and not the C.B.C.

Mr. FRASER: Very often that is the case. But we work very closely with the advertising agencies in connection with publicity campaigns to make sure that we do not duplicate one another. Very often advertising is taken care of by the agency.

Mr. JOHNSON (*Chambly-Rouville*): When the sponsor pays for it, is the decision taken by the sponsor or by the C.B.C.?

Mr. FRASER: The decision is taken by the agency not by the C.B.C.

The CHAIRMAN: May we pass on to Sub item (c) of item 4. Public Relations and Information Services?

Mr. CHAMBERS: Are we not through with publications?

The CHAIRMAN: All these questions have been on publications or related to the statement on publications. And if there are no more questions, let us pass on.

Mr. CHAMBERS: Your department is responsible for the C.B.C. Times and La Semaine?

Mr. FRASER: Yes.



Mr. CHAMBERS: I notice that in your revenue in here you have a total of \$40,000 which is primarily from the sale of these publications.

Mr. FRASER: That is right.

Mr. CHAMBERS: Do you have a breakdown of your costs for preparing these publications?

Mr. FRASER: If you mean in addition to the costs given here, then in what sense? There is this document which the committee already has, which is a complete list of the publications together with the cost of each one.

The CHAIRMAN: That has been tabled.

Mr. FRASER: Yes. It provides the number, the purpose, and the intention of the publication, as well as the cost and the revenue. And it provides it for both the English and the French.

Mr. CHAMBERS: I have read testimony by the C.B.C. before other committees such as the Fowler commission and so on to the effect that you basically depend on these two publications as opposed to newspaper advertising to get your programs and so on before the public. Is that correct?

Mr. FRASER: No, I would not say that. These publications were started in the first place to save money. They were first started in about 1947. At that time we were putting out this information in different forms, in about three or four different ways. We had what we call a "tear sheet" for the press, a clip sheet for the press; we had printed program schedules for the sponsors, the advertising agencies, the affiliates—that type of thing—and we had a monthly free publication called Program News, which went to people who were interested in advance program information.

We found that by combining these three things into one publication we could save several thousand dollars a year; and so we did it. It might help Mr. Chambers, to point out that C.B.C. Times basically provides information to advertising agencies, sponsors, affiliated stations, the press all across the country, including all the columnists, and our staff. Members of parliament and senators receive this too, because we think people who are our bosses should know what we are doing.

Mr. CHAMBERS: If you are starting a new program—let us say it is unsponsored—and you want to get this fact known, do you depend on these publications, or what steps would you take to get this new program known to the public?

Mr. FRASER: If this were a series, we would draw up what we call a project sheet. For instance, in our work there is never a question of what to do; it is always a question of which to do. There is always more to do than you can possibly do, so it is a matter of constantly exercising judgment and seeing what your limitations are as to finance and staff. We would draw up a project book. In that project book—the program information would always be carried, necessarily, in C.B.C. Times—we decide how much air promotion we would give it in our own facilities, whether we would prepare a special press kit, whether we would do our own advertising, and so on.

Mr. CHAMBERS: On that point: you do not do much advertising?

Mr. FRASER: No.

The CHAIRMAN: Do you know your total budget with regard to newspapers?

Mr. FRASER: Yes; this year ending March 31, 1959, \$148,000—which is the highest it has ever been. Normally, up until that time, I think the highest we had gone was roughly around \$50,000.

Mr. FISHER: I have just one question. You have your own printing shop?

Mr. FRASER: No, we have not.

Mr. FISHER: You have not changed your printers since June, 1957?

Mr. FRASER: Not for C.B.C. Times, no. We get tenders on the other publications—at least three on each publication—but you cannot move around a weekly publication like Times as you can a "one-shot" publication. You get tenders and carry on with the same printer for some years, because there are also associated services.

Mr. McGRATH: Is it your responsibility to put out special promotional material for a special program?

Mr. FRASER: Yes.

Mr. McGRATH: What does that consist of?

Mr. FRASER: Again, Mr. McGrath, it would depend entirely on the program—what we were trying to achieve.

Mr. McGRATH: For example, a special production of C.B.C.—Folio, for example—which is going to cost the corporation a lot of money and for which, quite naturally, the corporation would like to draw the widest possible audience?

Mr. FRASER: Yes, we would sit down and look at this. We would talk it over with the program people first. We would see what the aim was, what was trying to be achieved, and we would then draw up a promotional program within our limitations both as to money and as to staff. Samples of this type of thing might be, again, air promotion, special spots, and that type of thing. It might be newspaper advertising, or it might not; it might be magazine advertising, or it might not. It might be special mailings to interested groups—a letter, if you like—or a letter to the secretaries of these groups that we know are interested in this type of program. This would go on to include other items.

Mr. McGRATH: Do you not think it would cut down on your budget considerably if you were to use the newspapers: they could provide the same service and save you the cost of printing and processing?

Mr. FRASER: Are you comparing it now with C.B.C. Times?

Mr. McGRATH: No, not C.B.C. Times.

Mr. FRASER: The newspapers do carry a tremendous amount of information which we supply. As a matter of fact, there has been a tremendous increase since the advent of television of the weekend supplement, concerned mainly with television, I might add, and very little with radio.

Mr. McGRATH: For example, Farm Forum—you could appeal to the rural weeklies in Canada, could you not, to get your message across?

Mr. FRASER: We do that also. This publication is a simple pamphlet. It is put out and used, as I understand it, by the farm people to aid in their organizational work and to get people interested in listening. They, in essence, become press agents for the corporation.

We are working through organizations, and they are very helpful to us in distributing information about programs. We do a lot of that.

Mr. McGRATH: It is my understanding that there are no promotional ads in Canadian dailies to promote, from a commercial point of view—with a commercial appeal—audience in a specific—

Mr. FRASER: Yes, this is done; but it is done on a—

Mr. McGRATH: —small scale?

Mr. FRASER: Small scale campaign basis, and a great deal of it is done—as we mentioned a moment ago—by the advertising agencies themselves in connection with commercial programs. We do not think we should duplicate



that. I think this would be a waste of money—we need that money for other promotion—and we could get that mileage by using that money in other respects.

Mr. CHAMBERS: Do these costs include postage?

Mr. FRASER: This is on C.B.C. Times?

Mr. CHAMBERS: You have a whole list of publication costs here.

Mr. FRASER: I do not think C.B.C. Times includes the postage; but I believe the other publications cover mailing.

The CHAIRMAN: Under the section on French language Adult Education and Public Affairs is, "\$6,150, including mailing and art work". On C.B.C. Times the cost is "\$86,736, annual cost of printing and engraving". They do not say anything about mailing there. On paid subscriptions they recover \$31,332.

Mr. JOHNSON (*Chambly-Rouville*): Still on the same subject: I see here that the cost of *La Semaine à Radio-Canada* is shown as "annual cost of printing and engraving". Do you have figures showing the mailing cost? Do you have figures showing the cost accounting of this publication? I mean, you use personnel for this. Do you not first use clerical personnel, and even newspaper writers to write the articles—free-lance writers?

Mr. FRASER: Yes, occasionally: not too often. We are now in the process in our accounts department of cost accounting C.B.C. Times. Television was first to be cost accounted, and they are finding time to get around to us. C.B.C. Times is now being cost accounted and that is now in process.

Mr. JOHNSON (*Chambly-Rouville*): Do you have a total figure for *La Semaine à Radio-Canada* or C.B.C. Times?

Mr. FRASER: I would not like to guess that at the moment, because it is being done now.

Mr. JOHNSON (*Chambly-Rouville*): We cannot expect any answer before—

Mr. FRASER: Our accounting people are just swamped, as I think you will appreciate.

Mr. TREMBLAY (*Interpretation*): Mr. Chairman, we have received a publication of the Canadian adult education institute for June, 1959. Does the C.B.C. pay for a part of these publications? Are they done in cooperation—are they prepared in cooperation with the C.B.C.?

Mr. FRASER: I would have to get specific information on that particular one. Certainly we would have provided the information. Whether we bought advertising space in that particular publication, or not, I cannot tell you at the moment. I could get that information for you, if you wish.

Mr. MARCEL OUIMET (*Deputy Controller of Broadcasting, Canadian Broadcasting Corporation*): Mr. Chairman, perhaps I could supplement this answer and just say "no"; this report was prepared by the Canadian institute, under the usual entente which we have with them. We sustain, as you know, indirectly a number of these organizations.

This goes for the cost of their publications. They publish their publications themselves.

Mr. FRASER: This specific one was published by the institute.

The INTERPRETER: For the record, Mr. Chairman, Mr. Tremblay asked:

In the case of what we have here which, of course, is...  
and then there was an interruption.

The CHAIRMAN: The next sub item is "value of free time to philanthropic organizations—community and network for most recent year". Are there any questions on this?

Mr. BELL (*Carleton*): Have you any statement from the C.B.C. as to the principles upon which free time is provided on television and radio for the support of community projects? The reason I ask this question is because the general impression among some of the members is that private television stations are inclined to give considerably more time for community projects than the C.B.C.

Mr. FRASER: I think this arose through the fact that the C.B.C. for years has been concentrating on the national and regional scenes, with the private stations concentrating on the community in which they are located. The C.B.C. has done a tremendous amount of work and given its time and facilities to national and regional organizations, which could be called community service, in the very broad sense. There is seldom a week goes by in which the C.B.C. is not engaged in this.

With the advent of television it is more local, if you like, in a sense, than radio was, and we are doing more on a strictly community nature now than we did before. This, plus the fact that in the communities where television stations are located, there are as yet no other television stations. This applies right across the country, and we have accepted this responsibility of providing a community service where we are located. We are doing this to quite an extent. For example, we had a safety award this year for our work in connection with a safety campaign.

Mr. BELL (*Carleton*): Have you any comparison in connection with the amount of time as provided by your local stations and that provided by private local stations?

Mr. FRASER: We can file that. We have asked for those from our supervisor of institutional broadcast in Toronto. However, it does not come under public relations, but program service.

Mr. TAYLOR: The general feeling in my own part of the country is...

Mr. FISHER: You think.

The CHAIRMAN: Gentlemen, let us get the question.

Mr. TAYLOR: Do you operate a Christmas fund in Vancouver? From my experience, the general feeling is that if you people made an appeal you would not compare with some of the other local stations that operate a Christmas fund for orphanages, or some children's fund. Have you operated such a fund in Vancouver?

Mr. FRASER: Well, I do not know about that; there was a Red Feather fund on which we had a campaign.

Mr. TAYLOR: I know you operated that, but have you ever operated a fund in Vancouver where you ask people to send money in to your own station to help a specific project in Vancouver?

Mr. FRASER: I would have to check on that, Mr. Taylor.

Mr. TAYLOR: Well, at the present time, here in Ottawa there is a campaign to help the people of Lanark. Have you ever, here in Ottawa, gone out to help a community by trying to collect money by on-the-spot broadcasts, as CFRA is doing now,—and they are doing a tremendous job?

Mr. FRASER: We had this on television. We had a telethon in connection with the Lanark disaster, and in that connection we raised around \$15,000 or \$16,000.

Mr. TAYLOR: This was the Lanark campaign, was it?

Mr. FRASER: Yes, this was in connection with the Lanark campaign, in regard to the fire which they had. We carried on a telecast one night from



about 11.30 until three or four o'clock in the morning. We raised around \$15,000 or \$16,000. This was straight community broadcasting in its strict sense.

Mr. TAYLOR: Can you tell me whether or not you have any Christmas relief fund in any of your major cities?

Mr. FRASER: We have never engaged in that type of broadcast up to this point.

Mr. TAYLOR: Well, it is the feeling that you run a good service, but do not stoop down to get to the community.

Mr. FRASER: This is not a matter of stooping; it has been a matter of general broadcast responsibility. I think the background will show that broadcasting in Canada has always and still falls into three categories, the national, the regional and the community. Because this is so and because Canada is so large, parliament has decided, if you like, that it needs a broadcasting system having the advantage of both public and private enterprise to do these jobs. The C.B.C. has been doing a national and regional job, and I must say that we have done an excellent job in that connection; but the community job has been done by the private station, and many have done an excellent job in that connection.

Mr. TAYLOR: I agree with you on that, but I wish to ask you this further question. I think that is answering what you are doing; but what I am concerned about is that you have such a small audience in Vancouver as a result of that policy. You carry it to the extreme in Vancouver.

The CHAIRMAN: That is your opinion.

Mr. TAYLOR: It is not an opinion.

Mr. FISHER: I just have the one question. Have you considered doing what the B.B.C. does perhaps once a week in connection with a major drive; that is have a personality come on and make the pitch? For example, if it is the lifeboat fund, the honorary patron of the lifeboat fund, lord so-and-so will come on and add a little touch.

Mr. FRASER: I think, Mr. Chairman and Mr. Fisher, we have done a considerable amount of this. One which comes to my mind is still being carried on, using the personality of "Larry" Henderson just after the television national newscast at eleven o'clock. In this case it is the blood donor appeal. We put on special broadcasts in connection with other drives such as the Easter seal campaign, in which we have a whole parade of stars.

Mr. FISHER: But the B.B.C. institutionalized this thing at a basic time after the national news and it comes on once a week. The people accept this and there is a competition between organizations to put forward a good pitch.

Mr. FRASER: We do not do it in quite that form. Ours is spread over the entire broadcast schedule. Something like this might take place once or five or six times every day throughout the week.

Mr. OUMET: We did try this on radio at one point on the French network. To all intents and purposes, as a rule, this type of regular appeal did not get anywhere.

Mr. TAYLOR: In order to carry out community work, a number of British Columbia stations have a studio on wheels to get directly to a community project and get behind it. Has the C.B.C. any such mobile radio studio which can be moved on the spot in British Columbia.

Mr. GILMORE: I think our record in respect of the P.N.E. and all the major celebrations in the history of Vancouver is pretty well known, where the Corporation through CBU, CBUT and through CBR, has placed our complete facilities at the disposal of the civic authorities. I know this because I have been involved in it for many years.

Mr. TAYLOR: Have you a mobile studio which can move to the spot?

Mr. GILMORE: We have eight or ten sets of mobile equipment which can be brought into play on any occasion at any location. We have had the P.N.E. tent which I hope you have visited.

Mr. TAYLOR: I have.

Mr. GILMORE: This sort of thing is done on a per occasion basis. We have not gone to the expense of building a trailer studio. I would like to emphasize that we have not been violent in our competition at the community level in this sort of thing.

Mr. TAYLOR: The type of studio I had in mind is one where the audience gets to know the announcer; they know him personally. I want to know whether or not we have that type of a studio.

The CHAIRMAN: He said no.

Mr. CHAMBERS: Have you a policy, on such programs as Tabloid, of inviting celebrities or campaign heads during the time of a campaign?

Mr. FRASER: This is a definite policy. When a campaign comes up it is discussed and the entire procedure is laid out. Mr. Dunlop, our supervisor of institutional broadcasts, is probably a director of every national organization in Canada, and takes a part in each.

Mr. TREMBLAY (*Interpretation*): Mr. Chairman, I would like to ask the C.B.C. how they consider the organized workers groups? Do they look upon them as political parties or philanthropic organizations in the widest sense of the word, or what?

Mr. FRASER: I think the labour organizations, the management groups and so on are part of the public of Canada. I do not think there is any other distinction. We do not treat them like the Red Cross, where you have the Red Cross appeals. We do not make appeals for labour. Is that what you mean?

Mr. TREMBLAY (*Interpretation*): When you have these workers' groups which need to make publicity and the like, how do you treat them? Do you treat them as ordinary organizations which can obtain periods of time on the air or can pay for periods of time?

The CHAIRMAN: Again, I might say I cannot see how this fits into truly philanthropic organizations by any means. Can we stick to (c) philanthropic organizations?

Mr. TREMBLAY (*Interpretation*): Here is the point, Mr. Chairman. This is where we have this question of a group escaping ordinary definitions. They are not political parties; they are not commercial bodies and they really are not philanthropic organizations in the normal meaning of the term. Therefore what is the category under which they have to be considered when being treated for C.B.C. purposes?

The CHAIRMAN: This would be under labour relations, and we have passed that.

Mr. OUMET: We have sustaining programs on the C.B.C., not on television, but on radio, dealing with labour and business, together or separately. On the English network we have the Labour and Business Review, and on the French network La vie économique and La vie ouvrière which reflect the activities of the labour movement or the business world, generally speaking.



The CHAIRMAN: May we leave public relations, gentlemen?

Mr. JOHNSON (*Chambly-Rouville*): Just a moment.

The CHAIRMAN: Yes, Mr. Johnson?

Mr. JOHNSON (*In French—not interpreted*):

The CHAIRMAN: Mr. Johnson, I do not know how Kurt Meyer gets in on a philanthropic group, but let us have the translation.

Mr. JOHNSON (*Chambly-Rouville*) (*Interpretation*): Mr. Chairman, when you have a religious group, a national group or an ethnic group which considers itself wronged by a C.B.C. program, does this religious or ethnic group obtain the opportunity to express its opinions and launch protests? I am thinking right now of the famous Kurt Meyer program in which a certain ethnic group felt itself—

The INTERPRETER: At this point the chairman interjected.

The CHAIRMAN: What has that to do with a philanthropic organization?

Mr. JOHNSON (*Chambly-Rouville*): It is a religious organization.

The CHAIRMAN: An ethnic group is a religious organization?

Mr. JOHNSON (*Chambly-Rouville*): In the particular case of the Jewish people in Canada.

Mr. JOHNSON (*Chambly-Rouville*) (*Interpretation*): Mr. Chairman, there are many relationships, many links, between the religious and ethnic groups which may feel themselves to be persecuted.

The CHAIRMAN: Is this free time you are talking about, Mr. Johnson?

Mr. JOHNSON (*Chambly-Rouville*): Yes, since we cannot put the religious group in its category, I thought, under the general meaning—

The CHAIRMAN: That is out of order here.

Mr. Ouimet, do you have a short answer on that? Then, let us leave it, please.

Mr. OUMET: When representations of an ethnic or religious group are such that, according to the judgment, let us say, of the management authorities, these groups would have been hurt in their particular beliefs, we have a rule to the effect that, definitely, they would have a right to answer. This is essential in any democratic society.

Mr. JOHNSON (*Chambly-Rouville*): I know, but being a minority, the Jewish people might have thought this was done on purpose.

The CHAIRMAN: I believe that was all covered at one time before, Mr. Johnson. Any other questions?

Mr. TAYLOR: At the local level it is my understanding the C.B.C. does not wish to compete with private stations in assisting philanthropic organizations.

Mr. FRASER: No, that is not my understanding. That is in the statement—at least, if we left you with that impression we are sorry, because we did not intend that.

What I said was, doing the national job and the regional job with two organizations leaves us with far less time on the local scene than the local stations have.

A good example might be this, if you are dealing with the Red Cross—for example, the C.B.C. would take on the job of doing the national and regional network promotion of the Red Cross campaign, and they would do it thoroughly. A local chapter of the Red Cross in Vancouver might very well work with the local station and get pretty good coverage from the local station as well as from us. We do some local, yes; but we cannot do as much as local community stations because we have not the time and we are using it to do the national and regional coverage. That is what I tried to convey.

Mr. TAYLOR: Yes, I think you did.

The CHAIRMAN: May we go on to Part "F", gentlemen?

Agreed.

The CHAIRMAN: Mr. Richardson? I think we covered engineering very well when Mr. Richardson was with us before, but are there any particular questions on the function of the engineering division?

Mr. BELL (*Carleton*): The statements in each item of the agenda have been filed, and they are being printed in the appendix?

The CHAIRMAN: That is right, they have been.

Any questions on Item 1? If not, we will pass on to 2—comparison by location of (a) number of staff, and (b) annual costs for last three fiscal years.

That has been filed. Any questions? We will then go on to Item 3—construction undertaken during the last five years. Are there any questions? Material on this has been filed also, gentlemen. Do you have a question on that, Mr. McGrath?

Mr. McGRATH: I have a question on that, Mr. Richardson.

The CHAIRMAN: Yes, Mr. McGrath?

Mr. McGRATH: I asked this question earlier in the hearings.

I will read from the transcript of the board of broadcast governors hearings of March 16:

Dr. STEWART: What about the cost of installation?

Mr. RICHARDSON: Kenora, \$95,000 capital.

Dr. STEWART: Is that cost accounting or straight capital?

Mr. RICHARDSON: Straight capital. Moncton, \$173,800; Trail, \$90,000; St. Boniface, \$138,000.

Earlier in the transcript Mr. Bushnell replied, at the same hearing, that the cost of installation of C.B.C. Corner Brook was on a cost accounting basis, and it was not straight capital.

When do you differentiate?

Mr. W. G. RICHARDSON (*Director of Engineering, Canadian Broadcasting Corporation*): In this particular case, Mr. Chairman and Mr. McGrath, the question which we have to answer on the form which is submitted with the application was interpreted to mean the actual cost of the equipment. That is, the dollars that go out to the suppliers of the equipment; whereas, as far as our bookkeeping is concerned, internally, the thing is cost accounted, taking into account engineering time, installation time, and all that sort of thing.

Mr. McGRATH: What was behind this line of questioning was the fact that a private applicant could put in operation at Corner Brook a television station at less cost than the C.B.C. operation.

Is there any attempt—for example, there are in the industry today low power package transmitter facilities, is that correct?

Mr. RICHARDSON: Yes.

Mr. McGRATH: You do not use those?

Mr. RICHARDSON: Yes, sir.

Mr. McGRATH: You do not?

Mr. RICHARDSON: Yes, sir we do.

Mr. McGRATH: For example, how much will it cost to put the television station on the air at Corner Brook?

Mr. RICHARDSON: I could not give that to you offhand but at Corner Brook I can tell you that we did get into—I should not say difficulties—but a problem. The property that we had in Corner Brook for our radio station, we



had planned to put our television station on that property. But the community authorities stated that they did not want this station there. So we had to go and find a different property. And in doing this we decided to move the radio and the television to the same site for ease of operation, management, and all the rest of the problems.

The CHAIRMAN: Are there any further questions?

Mr. McGRATH: I wonder if later on—we are going to try to get through today—if you could file with the secretary of the committee the cost of the Corner Brook installation?

Mr. RICHARDSON: Yes.

The CHAIRMAN: Yes, that could be done.

Mr. RICHARDSON: With details to explain the cost.

Mr. McGRATH: Yes.

Mr. TAYLOR: I asked a question earlier and you said to leave it until number 2(f). First, dealing with Toronto, you have 2,300 employees and 22 buildings. What savings do you think you could make if you put all your buildings under one roof, let us say, at North Toronto? What would the actual savings be?

Mr. GILMORE: Mr. Chairman and Mr. Taylor: we have made a pretty rough estimate for the Fowler commission on forecasting and development. This was confirmed within the last few months, and according to our five year forecast we estimate approximately \$500,000 a year savings. As to the efficiency we have not found the way to cost that particular type of saving.

The CHAIRMAN: I think that would come under 5, new construction.

Mr. TAYLOR: I was trying to pin point it under one or the other.

The CHAIRMAN: All right, let us have it then.

Mr. TAYLOR: If there is to be a saving of that amount by going to North Toronto, then, why within the last year did the C.B.C. buy on Georgia Street in downtown Vancouver, when you might have chosen property outside the city?

Mr. GILMORE: The saving does not apply to the location of a plant. The saving applies to the consolidation in the plant at any one position in a given city.

Mr. TAYLOR: Georgia Street property is the most expensive property in all Vancouver. That is where you are going to locate. Would it not be better to have your scenery, your props, your staff, your trucks, and your mobile on-site equipment outside the city? Why do you build on Georgia Street in Vancouver?

Mr. GILMORE: Our television location—let me give you just a couple of extra comments—we have our radio and our administration set-up in Vancouver in the Vancouver Hotel. This has been there since the start of radio in Vancouver network-wise.

In the case of television we decided to buy some property near our radio set-up, in order not to have too great a dispersal. This property appeared to have considerable appeal both for the purpose of consolidation and from being in the city centre. So it was decided at the time by the C.B.C. management, the board of Governors that in similar locations—and this does not include Montreal and Toronto, because the pattern of moves with each location has its own specific problems, such as the problem of artists availability and that sort of thing—but in Vancouver and Winnipeg we tried to acquire one in the centre of the city and to develop there.

I might say that this is a pretty happy situation for the city fathers. They would like to have the corporation, where possible, in the centre of activities,

and they probably would like to have us in some of their consolidated plans for civic centres. This particular piece of land was available, and we have bought adjacent property for a long term plan to develop radio and television facilities at that point.

The CHAIRMAN: Would you do it over again if you had to do it?

Mr. GILMORE: In connection with Vancouver you are asking me a terribly biased question, because I am a Vancouverite, and I would have to say yes.

The CHAIRMAN: Very well.

Mr. PRATT: My question has been more or less answered by Mr. Gilmore, but it is this: is it not better to put such a center on the outskirts of a town not too remote from the centre? You have personnel problems, but is it not, generally speaking, cheaper for the personnel to find their way to a plant on the out-skirts than to bring lumber—which used to cost \$100.00 a load to bring into downtown New York because of traffic congestion—

Mr. GILMORE: Mr. Chairman, the American networks have done that. I think Mr. Pratt is referring to the principle of consolidation in town versus out of town. Some of the American networks have gone out of town and some have built vertically in town, and there are pros and cons for both. The most important pro for an in-town site is the availability of artists and the centering of artistic activity in the centre of a theatre section. You have to balance that against out-of-town transportation of artists, availability of people, and these points you raise. It is a very complex problem, which must be studied at each location by itself.

Mr. PRATT: I understand there are complications because of the civic aspect. Of course, here we are discussing your internal economy.

Mr. TAYLOR: On a supplementary point that was raised by Mr. Gilmore: Mr. Gilmore said the city fathers wanted it down town—and this was the subject of an editorial. Did the C.B.C. ever consult with the city officials on where that building should be located?

Mr. RICHARDSON: The answer is "yes".

Mr. TAYLOR: In other words, did the city ask you to build there?

Mr. RICHARDSON: They did not specifically ask us to build there; but there were discussions on various places in the city and, as far as I know, there were no objections.

Mr. TAYLOR: Did the city not ask you to build along with their city auditorium in a kind of studio site within the city?

Mr. GILMORE: They did do that. They sent a very excellent delegation to meet with our president about two or three years ago, I think it was. We canvassed the project very thoroughly and had our chief architect visit Vancouver and discuss this with the city architects. It was found—and this figure is the one I have in my mind, and I think Mr. Richardson will substantiate it—that the saving in building where we are now was approximately \$1 million, based on being located in the city centre. For that reason we decided to go ahead.

Mr. PRATT: Mr. Chairman, I have a supplementary question. In the city of Montreal there has been some discussion in connection with development in the area of Dorchester, Bleury and St. Catherine's Streets. Have there been any further developments in that respect with C.B.C.?

Mr. GILMORE: We are in the position of waiting for various proposals in various areas of the city of Montreal. That is one of them.

Mr. JOHNSON (*Chambly-Rouville*): We are still on "3"?

The CHAIRMAN: We are still on item "3", and yours is the final question on "3", I understand.



Mr. JOHNSON (*Chambly-Rouville*): With regard to television extensions, Radio-Canada building, Montreal, I see extras on the final cost for \$82,342. Were the original estimates made by the staff, or independent engineers?

Mr. RICHARDSON: By the staff.

Mr. JOHNSON (*Chambly-Rouville*): What was the general scope of these extras—or if you have a breakdown, it will be satisfactory?

Mr. RICHARDSON: I have not a detailed breakdown; I have some notes. There were some minor structural changes, due to job conditions as we went along, and we changed some of the mechanical work—that is, the plumbing and heating and things of that nature—as we went along.

There were some electrical changes to meet requirements of the city by-laws. There was an increase in wage rates during construction. In the construction there was an escalator clause, because we specify the minimum wages as put out by the Department of Labour.

We had to change some of the steel in the structure to meet city requirements. Then we left out of our original estimate the completion details for our control rooms, because at the time the building was designed and constructed we did not have the tenders in for the particular control equipment, so we could not finish that aspect of the building until we knew what equipment was going in, because different manufacturers' equipment requires ducts and things like that in different locations in the floor, walls, and so on.

Mr. JOHNSON (*Chambly-Rouville*): You referred to city requirements. Were not these requirements checked originally when the estimates were done?

Mr. RICHARDSON: That is right. We thought we had complied, but city inspectors came along at various times and we discussed these problems with them. Maybe it was not a mandatory requirement, but they thought that for better efficiency we should do it this way rather than that way.

Mr. JOHNSON (*Chambly-Rouville*): Were these requirements checked by personnel from Montreal, or from outside—originally?

Mr. RICHARDSON: Some were. The structural steel, for example—we do not design our own structural steel; it is done by outside consulting engineers.

Mr. JOHNSON (*Chambly-Rouville*): Were they Montreal engineers?

Mr. RICHARDSON: In this particular case, yes.

Mr. JOHNSON (*Chambly-Rouville*): Were the extras billed by the contractors, or sub-contractors, and accepted by C.B.C.?

Mr. RICHARDSON: We do not deal with subcontractors directly; we deal with the general contractor.

The CHAIRMAN: Gentlemen, may we reconvene right after orders of the day, please.

The CHAIRMAN: Gentlemen, we have a quorum. Inasmuch as Mr. Taylor is leaving for Vancouver in ten minutes, and I know we are all sorry about that, he has one or two questions to ask, and we will give him a special dispensation.

Mr. TAYLOR: Mr. Chairman, I just wanted to comment on an editorial and ask one question on that very important matter.

It is in reference to the fact that the C.B.C. have not as yet built a new building on Georgia street. It says:

C.B.C.'s new permanent centre would still be welcome alongside the new city auditorium where a civic theatre was planned. Planners' hopes for the theatre are now very low. Unless C.B.C. fills in the site, the pattern formed by the new post office and the auditorium will be off balance.

The federal cabinet minister and M.P.'s from Vancouver should demand an inquiry into C.B.C. plans here before it is too late for C.B.C. to cooperate with city planning.

My question is this, Mr. Chairman: before they do proceed to build on that site, would they reconsider and deal with the city planning?

Mr. RICHARDSON: I see no objection, Mr. Taylor, to having further discussions with the city, if it is desirable, so we can look at all the cost factors of various sites.

Mr. TAYLOR: Perhaps it might be tied in somewhat with our centennial plans, or something like that.

It is my understanding when studios are being planned in the United States, in Great Britain and elsewhere, that they build outside the city and they build horizontally instead of vertically. They do this because they are carrying props, equipment, film and cameras. Now it would appear that if you build in downtown Vancouver you would build vertically instead of on a studio set-up.

Mr. RICHARDSON: No, we would build the television studios particularly, because they are the ones that have to have high ceilings, on a horizontal basis.

Mr. TAYLOR: I think Mr. Pratt may have a question on this point.

Mr. PRATT: Mr. Chairman, I asked a question earlier which Mr. Gilmore answered. I understand the feeling to be that where possible the horizontal factors will be used rather than the vertical.

Mr. RICHARDSON: Right.

The CHAIRMAN: Bon voyage, Mr. Taylor. Gentlemen, are there any further questions in connection with this?

Mr. JOHNSON (*Chambly-Rouville*): Mr. Chairman, could we carry on from where we adjourned?

The CHAIRMAN: Proceed.

Mr. JOHNSON (*Chambly-Rouville*): I was asking about extras in connection with the T.V. extensions on the Radio Canada building in Montreal. I would like to ask Mr. Richardson if the extras were agreed to by C.B.C. before the works were performed, or were they only built by the contractors after the job was done?

Mr. RICHARDSON: They were all accepted by the corporation before the contractor made any change in the construction; in other words, we use a system whereby if a change is required it has to be accepted by both the contractor and the C.B.C., whichever one originates it.

Mr. JOHNSON (*Chambly-Rouville*): I do not see here the breakdown of the price of the land for this building. Was part of the land on which the building was built purchased for the construction?

The CHAIRMAN: Do you have that information Mr. Richardson?

Mr. RICHARDSON: I think it was purchased at the same time as the Radio Canada building. This was built on the site where the annex, the offices of the hotel were, and that had been purchased at the time.

Mr. JOHNSON (*Chambly-Rouville*): It was already purchased?

Mr. RICHARDSON: Yes. It was part of the hotel site, as I recall it.

Mr. JOHNSON (*Chambly-Rouville*): The land where the extension was built recently was also part of the site.

Mr. RICHARDSON: Yes, part of it, but not all was part of the hotel property, and we used the old houses a year or two as offices.



Mr. JOHNSON (*Chambly-Rouville*): Now, is the C.B.C. giving consideration to buying the adjoining land, which is now occupied by a restaurant, for their extension? I believe the restaurant is the Desjardins sea food restaurant.

Mr. RICHARDSON: We have not considered it very seriously. It has been mentioned, but we have not considered it very seriously.

Mr. JOHNSON (*Chambly-Rouville*): Was there any discussion with the owners of the Desjardins sea food restaurant?

Mr. RICHARDSON: Not by me. I do not know whether or not any of our management people had actual discussions in connection with it.

Mr. PRATT: Mr. Chairman, I have a supplementary question. Aside from the present site of C.B.C. on Dorchester and the site under discussion further down on Dorchester at Bleury, are there any other sites at present under discussion for the proposed erection of a television centre?

Mr. RICHARDSON: There are many sites that have been brought to our attention. Some have been brought to our attention by real estate people, some by the city, and these are all under consideration.

Mr. PRATT: Have you any idea, roughly speaking, when any decision might be taken by the C.B.C.?

Mr. RICHARDSON: No, I have not.

Mr. JOHNSON (*Chambly-Rouville*): Coming back to the Radio Canada building, were public tenders called for the construction of this building?

Mr. RICHARDSON: It has not been our practice to call for public tenders, if you mean by "public tenders", advertising in the press?

Mr. JOHNSON (*Chambly-Rouville*): Do I understand that there were tenders called?

Mr. RICHARDSON: We always call tenders for any construction.

Mr. JOHNSON (*Chambly-Rouville*): Was the number limited of those who were asked to tender?

Mr. RICHARDSON: No, we usually start off—and this is actually covered by a different item—by having a list, and we endeavour to use local contractors wherever possible, that is, contractors in the community in which we propose to build. We invite a number, and this number varies; it may be six, three, or may be ten. Then, anyone else who wants to tender on it, applies for the drawings, specifications, and so on. If he appears to be a reliable contractor who is capable of carrying out the work, we never have any objections to that.

Mr. JOHNSON (*Chambly-Rouville*): Before 1957 did you have any protest from ministers of the crown or members of parliament against the way in which contracts were awarded, that is, without asking for public tenders by advertising in the papers?

Mr. RICHARDSON: I do not recall any such objections.

Mr. JOHNSON (*Chambly-Rouville*): Do you receive any recommendations for contractors to be asked to bid?

Mr. RICHARDSON: I do not recall any. Usually what happens is that a contractor comes to see us, and usually they come to see our chief architect in Montreal, who is our contact for construction. Building people, supplies of electronic equipment, come and talk to our engineers and ask that they be included in this business.

Mr. JOHNSON (*Chambly-Rouville*): Now, would the chief architect or the chief engineer have to submit his decision to higher bracket officials, as to the number and limitation of contracts?

Mr. RICHARDSON: Yes, they always send a list to me of the people they propose to invite to tender on any specific job.

Mr. JOHNSON (*Chambly-Rouville*): There is a list sent to you directly or to some regional official?

Mr. RICHARDSON: No, it is sent to me.

Mr. JOHNSON (*Chambly-Rouville*): It is sent to you directly by the chief engineer or architect?

Mr. RICHARDSON: Yes. Practically all large construction is carried out by the engineering headquarters staff, and not regional.

The CHAIRMAN: Gentlemen, Item No. 4 is next—costs of microwave and conditions of rental contracts. Are there any questions?

Mr. FRASER: Could I have a copy of the contract you have with the Bell Telephone, at least for that link with the west? Have you filed it?

Mr. RICHARDSON: No, I have not filed it.

The CHAIRMAN: I imagine, Mr. Fisher, you would have to get permission from the Bell Telephone.

Mr. FISHER: Is that true?

Mr. RICHARDSON: I do not know what the legal status is on this. These contracts are signed by a private company and the C.B.C.

The CHAIRMAN: Perhaps we could get the costs.

Mr. McGRATH: You would have to get in touch with the Bell Telephone.

Mr. RICHARDSON: I do not know.

Mr. FISHER: Could I explain why I want it, Mr. Chairman?

The CHAIRMAN: Proceed.

Mr. FISHER: On several occasions in our particular area there have been announcements or stories floated in the press that Bell Telephone is investigating the use of microwave facilities to fit in with the C.B.C.'s interest in establishing satellite stations. As a matter of fact, there was one public announcement by a certain politician and I wanted to look at the terms in the contract to see how this type of thing was covered and what the relationship was.

Mr. RICHARDSON: The contract would not give you that information. The contract just sets out the terms and conditions for service to these points which are listed in the contract, and then there is provision made for dickering between the C.B.C. and the other party to our contract, for any extensions.

Mr. FISHER: Is it possible the Bell Telephone Company could release or be a party to a release of information that is not available to public representatives through the C.B.C.?

Mr. RICHARDSON: Well, I would expect so.

Mr. FISHER: Well, is not this rather a unilateral situation?

Mr. RICHARDSON: Well, I do not know whether or not the telephone company has ever publicly released any of the details of the prices which they have quoted to us. I have never seen any such public release.

Mr. FISHER: This is a minor point, but as far as I am concerned, it is an inequitable area. If the Bell Telephone Company's regional manager is going to release information of possible developments and at the same time we meet a stone wall from the C.B.C., then I think we have an objectionable situation.

Mr. RICHARDSON: I do not want to put up any stone walls.

Mr. FISHER: You have presented to this committee, have you not, that you are going to have some 20 LPRT's and 9 possible television extensions. I am quite willing to go along with that, but if other people such as the



Bell Telephone Company, with whom you are in relationship perhaps in the planning of these things, are going to have the power to release the information, then it is a different thing.

Mr. RICHARDSON: I might say that we have not yet asked for quotations from any of the network suppliers for prices on any of these extensions to any of the places. I cannot do that until our board of directors say it is O.K. to go ahead with this one, this one, and this.

Mr. FISHER: Does the Bell Telephone Company have any idea as to where you put those stations?

Mr. RICHARDSON: No.

Mr. FISHER: Is it pure speculation?

Mr. RICHARDSON: Yes, and rumour on their part.

Mr. McGRATH: What is the value of the contract with the Bell Telephone Company?

Mr. RICHARDSON: Which one?

Mr. McGRATH: The total. I presume there are two.

The CHAIRMAN: Do you have the copy of material tabled for item F.4 there?

Mr. McGRATH: It is awfully difficult to find.

Mr. RICHARDSON: There are three contracts with the Bell Telephone Company.

The CHAIRMAN: Four.

Mr. RICHARDSON: I am sorry; there are four. Could I have a moment to do a little manipulation with figures?

The CHAIRMAN: I do not think that is quite what he means.

Mr. FISHER: It sounds like Fleming on bonds.

Mr. BELL (Carleton): Let us keep it politically clean.

Mr. RICHARDSON: \$2,750,954, unless my arithmetic is wrong. That includes all existing plus some extensions which have been authorized.

Mr. McGRATH: That is just the Bell Telephone Company. It does not include the C.N.R. or the C.P.R.?

Mr. RICHARDSON: That is right.

Mr. McGRATH: When the Bell Telephone Company decided they were going to build the microwave network did they know exactly the amount they were going to receive from the C.B.C. before they undertook the construction?

Mr. RICHARDSON: Not to that extent. When we wrote the tender specifications, in which we laid down all the technical requirements, we also listed those places where television stations existed at that time and also listed the cities and towns where it was apparent other television stations would come into being some time in the future. All these places were included in the basic contract.

In addition to that, there have been stations established in places where we did not foresee them. These were asked for by tender on the same basic principles, but for the particular extension.

Mr. McGRATH: You mentioned tender specifications. Do you mean that the C.B.C. calls for tenders?

Mr. RICHARDSON: Yes.

Mr. McGRATH: From whom?

Mr. RICHARDSON: From the Bell Telephone Company and from the railways, jointly. The C.N.R. and the C.P.R. always work as one unit on tenders for network services.

Mr. McGRATH: And the Bell Telephone Company had the low tender?

Mr. RICHARDSON: That is right. Even on the extensions we have asked both parties to tender. Quite often, if it happened to be out in the prairies where the telephone companies have the network in existence, the railways come back and say they do not want to tender on this. That has happened on several occasions.

Mr. McGRATH: Was there ever any intention on the part of the corporation to undertake this construction itself?

Mr. RICHARDSON: No.

Mr. McGRATH: Why?

Mr. RICHARDSON: Primarily we are charged with broadcasting. We felt we should use the facilities of common carriers wherever it is possible to use them. It would be extremely costly for the corporation to set up a microwave network which is strictly for network use. On non-network hours these facilities are used for other traffic by these people. Actually, I believe it would cost a great deal more for us to build and operate these ourselves than by going to the common carriers. We would have no other use for these facilities, whereas they would make other use of them in many instances.

Mr. McGRATH: Would the cost of these facilities to the Bell Telephone Company be prohibitive without the C.B.C. contract?

Mr. RICHARDSON: I am afraid you would have to ask the Bell Telephone Company. I do not know what other business they have.

Mr. McGRATH: How do you, yourself, feel about the cost of the Bell Telephone Company portion of the microwave network?

Mr. RICHARDSON: I think we get a good deal, and are getting good value. I base the statement on the fact that in the United States of America they have the American Telephone and Telegraph Company tariff for this sort of thing. We have copies of the American Telephone and Telegraph Company tariff and by and large our prices from the railways and the Bell Telephone Company are lower than theirs.

Mr. McGRATH: In places where the Bell Telephone Company does not operate and the C.N.R. provides the microwave facilities, how does the cost compare?

Mr. RICHARDSON: We take the lower of the two tenders.

Mr. McGRATH: For example, there was only one tender, I believe, to push the network from Sydney to St. John's.

Mr. RICHARDSON: No; there were two.

Mr. McGRATH: Who were they?

Mr. RICHARDSON: The Bell Telephone Company and the Canadian National Railways. The C.P.R. did not enter into that field.

The CHAIRMAN: May we go on to Item 5, new construction planned.

Mr. BELL (Carleton): What is the time-table in connection with the construction of the national headquarters building in Ottawa.

Mr. RICHARDSON: There is no time-table.

Mr. BELL (Carleton): Is there any forecast at all?

Mr. RICHARDSON: Not at this stage.

Mr. BELL (Carleton): What would you anticipate would be the total cost of the building which is to be built? I am only asking for a rough estimate.

Mr. RICHARDSON: Somewhere between \$2½ million and \$3 million, but that is a pure guess at this time without making any further study of the problems involved.



Mr. McGRATH: When the C.B.C. started the television network, what effort was made to house the operations of radio and television under one roof at the main production centres such as Toronto and Montreal.

Mr. RICHARDSON: In Toronto and Montreal the effort was made in this respect, that we built our first television studios on premises which existed. However, as a need developed for additional studios as well as for auxiliary services, such as shops and so on, we had to move out into other premises. There was just not enough space available.

Mr. McGRATH: At that time why did you not move outside the city of Toronto and outside of the city of Montreal and build one large facility capable of housing the whole operation which, on the surface, would appear to be much more economical.

The CHAIRMAN: No. 5 is new construction.

Mr. McGRATH: Precisely. This refers to new construction, Mr. Chairman.

The CHAIRMAN: How?

Mr. McGRATH: In respect of building new facilities at those main production centres in Toronto and Montreal. I was going to ask a supplementary question.

Mr. RICHARDSON: I think the last part of the answer is that when we started in Montreal and in Toronto, the instructions which I received in engineering were that these were experimental. They were not experimental by the time they were built. But we did have space on our existing property of the radio establishments to build these first studios.

Mr. McGRATH: In your opinion, Mr. Richardson, it would be much more economical, much more practical to have the entire operation in both studios under one roof?

Mr. RICHARDSON: Certainly from the construction standpoint it would ease our problem greatly in engineering, and perhaps Mr. Gilmore could say—but I think I could answer for Mr. Gilmore and say it makes for more efficient operation.

Mr. McGRATH: It would save the corporation money?

Mr. RICHARDSON: Yes, I am sure it would.

Mr. McGRATH: Do you have any plans at present, in this regard, with respect to new facilities at Toronto and Montreal?

Mr. RICHARDSON: Yes, we have plans. We are formulating a study now, which will form part and parcel of the five-year plan we will be submitting.

Mr. PRATT: I would like to ask Mr. Richardson: does he not, in his opinion, think it is bad, from the point of view of engineering or architectural planning, to take over a building such as the Ford hotel on Dorchester Street, which was designed for hotel purposes and which has small bays, for the purpose of television broadcasting, which requires a much larger basis?

The CHAIRMAN: We are getting away from new construction planned.

Mr. PRATT: This is a supplementary question to the question you allowed Mr. McGrath to ask.

Mr. RICHARDSON: The Radio Canada building was bought in the days of radio. We had not, at that time, envisaged television studios at that point because we were not thinking very seriously of television then.

Mr. PRATT: You were not considering television when that building was bought?

Mr. RICHARDSON: It was purchased in 1947. I would not say we were not considering television, because we had been thinking of television since 1935 or 1936, onwards; but we had no concrete plans in effect. We did not know when television was going to break.

Mr. KUCHEREPA: I would like to ask one question of Mr. Richardson. What is the present plan, the existing time-table of your plans for the new construction in Toronto, specifically?

Mr. RICHARDSON: We have no time-table at the present time; and this is one of the things under consideration which will form part of the five-year forecast we are obliged to submit under the Broadcasting Act.

The CHAIRMAN: Getting on to item 6—policy re calling public tenders—Mr. Johnson had asked quite a number of questions on it. Have you some more questions, Mr. Johnson?

Mr. JOHNSON (*Chambly-Rouville*): I will not be very long.

I read on the statement that: "formal tenders are not invited by advertising in the public press for any work."

Are there any special reasons why that is not being done?

Mr. RICHARDSON: We have to go back into the history of the corporation to answer this.

When the corporation was set up, since we were a crown corporation, I think it was decided by the then board of governors and management, we should try, in every way possible, to conduct our business in the same way as private business, taking due account of our responsibility to parliament, and so on.

Mr. JOHNSON (*Chambly-Rouville*): This is the main reason?

Mr. RICHARDSON: There is one other point I think I should make here, that under the 1936 legislation any contract for \$10,000 or over—or maybe it was for over \$10,000, and only a dollar's difference one way or the other—had to go for order in council approval before the contract was let. So in submitting a particular contract for council approval we submitted all the tenders. This figure was later raised to \$25,000; and, I think, later still, to \$100,000.

Mr. JOHNSON (*Chambly-Rouville*): When was it raised the first time?

Mr. RICHARDSON: The first time was in 1951.

Mr. JOHNSON (*Chambly-Rouville*): That was before the TV station was built?

Mr. RICHARDSON: It was just when we were starting to get rolling in television.

Mr. JOHNSON (*Chambly-Rouville*): Right before the television system was organized?

Mr. RICHARDSON: Before the system was started, but we were planning at that time for various projects.

Mr. JOHNSON (*Chambly-Rouville*): You say here: "sealed tenders are invited from those who are considered qualified to perform the work."

Who is in charge of determining the qualification of the contractors, if they have the necessary qualifications?

Mr. RICHARDSON: This depends on what we are building. If it is for the purchase and installation of technical equipment we have to look at the suppliers of technical equipment. If it is a building we wish to try with a new contractor that we do not know, we go around and see some of the work that he has done, and we might even talk to some of the people who had work done by him. We can also check on his financial responsibility.

The CHAIRMAN: The same as in private enterprise?

Mr. RICHARDSON: Yes, the same as in private enterprise.



Mr. CHAMBERS: Do you not think, Mr. Richardson, in view of the very large amount of money you probably will be spending in capital in building, at any rate, in the construction of new buildings, you might consider public tenders in future, because there is great competition in the industry now?

Mr. RICHARDSON: They have been considered from time to time. We have talked about it, but with the time factors involved—and I do not want this to be thought of as a complaint—but by the time the engineering division gets authorization to build something the people who want it built say they wanted it last week, so we are always under a great deal of pressure.

Mr. CHAMBERS: You do consult more than one contractor?

Mr. RICHARDSON: On some jobs between 8 and 20 bid, and rarely do we drop below 6 or 8.

Mr. CHAMBERS: Is there a difference in time?

Mr. RICHARDSON: You have to advertise for a certain period. I do not know whether there is a legal requirement there or not, Mr. Chambers.

Mr. CHAMBERS: Another question. There was a project in Montreal to build an audience participation studio, which was then to be rented by the C.B.C. Does this come under your department?

Mr. RICHARDSON: The construction part would come under my department; and we would be consulted, supposing someone came over and said, "We want to rent a certain hall for a certain purpose". We would look at it from an architectural and engineering standpoint.

Mr. CHAMBERS: I am talking about the specific one mentioned by the minister here the other day. There was a proposal that someone in Montreal would build a facility, and I think that approval was asked for the moneys to do it.

Mr. RICHARDSON: I was trying to explain where engineering fitted into that picture. We would take a look at the existing building, or at the building proposed, and assess it from the C.B.C. engineering standpoint—are the floors going to be strong enough to carry the load; is heating going to be adequate, and ventilation and lighting, and all that sort of thing. We would be asked to pass an opinion on the building.

Mr. CHAMBERS: How many people were approached for this project?

Mr. RICHARDSON: Oh, in the corporation—

Mr. CHAMBERS: No, you were asking outside contractors.

Mr. RICHARDSON: Yes.

Mr. CHAMBERS: There is a phrase for it—"lease", something?

Mr. RICHARDSON: "Lease back space".

Mr. CHAMBERS: Yes, "lease back space".

Mr. RICHARDSON: Four, I think.

Mr. CHAMBERS: Four people?

Mr. RICHARDSON: Yes.

Mr. GILMORE: Mr. Chairman, four people's propositions were entertained on this particular project.

Mr. FISHER: Referring to your remark that under time pressure it would be a good practice not to call public tenders by advertising in the papers—do you consider that a sound general practice, this way of carrying on with limited tenders?

Mr. RICHARDSON: I think so.

The CHAIRMAN: May we go on to 7—architectural staff maintained, (a) number, (b) duties, and (c) costs. Any questions?

Mr. McGRATH: Is there a sheet filed?

Mr. RICHARDSON: Yes, No. F-7.

The CHAIRMAN: There is a sheet filed, F-7. It shows ten architects, three engineers, three architectural draftsmen, eleven electrical draftsmen, four mechanical draftsmen, two construction supervisors, and eight clerical—41 altogether.

Mr. McGRATH: It shows total staff in the architectural department of 41, and a total vote for the year ending March 31, 1958 of \$265,426.

My question is: would it not be much more economical for the corporation to avail itself of the architectural facilities of Central Mortgage and Housing Corporation, or the Department of Public Works rather than maintain your own?

Mr. RICHARDSON: I do not think I can answer that question at the present time. I would say this, that when it comes to building radio and television studios it is a highly specialized job, and I think we would have to maintain some architects and some engineers on our own staff to set out in very detailed form the requirements.

Mr. McGRATH: I realize that, but the fundamental architecture—and I am quite sure that with the facilities of Central Mortgage and Housing Corporation and the Department of Public Works, the required technical consultants could be brought in on it. I offer that as an observation. It is not a question.

Mr. LAMBERT: On that particular point have you considered dispensing entirely with this staff? Do you feel you could maintain this staff completely occupied year in and year out?

Mr. RICHARDSON: If we were not occupied, there would certainly be layoffs. The other thing is that this number of people is not always concerned with new construction. For example, this year they are doing a great deal of work on these planning problems so we can get down to an estimated cost, and time tables, and that sort of thing.

The CHAIRMAN: This cost here is \$265,426. Does it include not only salaries but the overhead, the lighting, the heat, the power, and so on?

Mr. BELL (Carleton): In addition to this how many private architects do you retain?

Mr. RICHARDSON: We have retained private architects on a per occasion basis. I can think of two instances: one, many years ago when we retained an architectural firm in Montreal to draft some general plans, sort of an architect's view of what might be done with a certain piece of property in Montreal, and in another case in Toronto where we had an existing building to which we thought we might add one or two stories to give us more space.

Mr. BELL (Carleton): It is only on the rare occasion then?

Mr. RICHARDSON: Yes, because our work load has been such that we have been able to carry it out with our own staff.

Mr. KUCHEREPA: How do you pay these architects that you retain? On what basis?

Mr. RICHARDSON: They get paid for the work they do.

Mr. KUCHEREPA: Is it done as a percentage of the entire cost of the building, or on a fee basis?

Mr. RICHARDSON: In neither case when we hired an architect were the buildings ever built, so we could not do it on a percentage of the cost. Therefore they were paid a fee. But if we had been doing it, we would have abided by the published fees of the various provincial architectural associations.



Mr. PRATT: Have you any comparison as to the costs of your organization as it is set up, compared to what the costs would be if a regular percentage fee for a private architect was charged?

Mr. RICHARDSON: Yes, and we have compared it with other broadcasting organizations.

Mr. PRATT: And you are still ahead by using your staff?

Mr. RICHARDSON: That is right.

The CHAIRMAN: May we now pass on to item 8. There has been data submitted on that under F-8. Are there any questions on eight?

Mr. JOHNSON (*Chambly-Rouville*): I see on page 2 that you give the cost per annum. Is there a breakdown showing the cost per square foot?

The CHAIRMAN: Where? On St. Catherine Street or where?

Mr. JOHNSON (*Chambly-Rouville*): As an average.

Mr. RICHARDSON: I do not have it, but we could calculate the average.

The CHAIRMAN: We could obtain that information for you privately if you wish.

Mr. JOHNSON (*Chambly-Rouville*): As long as we know the number of square feet rented.

Mr. PRATT: Might I ask a supplementary question: Could we have tables showing the cost of the alternate subsidiary studio at Dorchester and Stanley Street?

The CHAIRMAN: Yes, that could be obtained. Are there any further questions? Does the item carry?

Now, on Part G—Network Relations we have with us Mr. George Young. Mr. Young is in charge of the network relations with private stations and the different associations to which the C.B.C. belongs, together with the private stations.

Mr. MCGRATH: In the light of the new legislation, would Mr. Young please explain to us his position?

Mr. GEORGE YOUNG (*Assistant Controller of Broadcasting Station Relations*): My position has to do with station relations, and I am still operating under station relations. You are speaking about broadcast regulations.

Mr. MCGRATH: Yes.

Mr. YOUNG: I have nothing to do with broadcast regulations now at all. It is straight station relations.

The CHAIRMAN: That has all gone over to the B.B.G.

Mr. YOUNG: Yes.

The CHAIRMAN: Do they still use your staff?

Mr. YOUNG: Yes.

Mr. MCGRATH: How many of a staff do you have?

Mr. YOUNG: Twelve.

Mr. MCGRATH: What will happen to your staff when the B.B.G. takes over the regulatory powers?

Mr. YOUNG: That would depend on just how many of my staff will be required by the B.B.G. It has not been decided yet by the B.B.G., as to what they are going to do.

The CHAIRMAN: I think possibly we should stick to the agenda if we can. Is there anything under "(a) rules"?

Mr. LAMBERT: Have you a statement, Mr. Young?

Mr. YOUNG: I have no statement in connection with this. There was a statement issued covering all these various items in here, and that statement was submitted to each member, as I understand it. It all deals with network and program distribution.

The CHAIRMAN: Yes. That statement was filed on the first day of our hearings. It is called "Radio and Television network: 1 general; 2 stations; 3, networks."

Mr. McGRATH: I am not quite satisfied.

The CHAIRMAN: All right.

Mr. McGRATH: What is going to become of the staff when the regulatory functions of your department are taken over by the B.B.G.?

Mr. YOUNG: There will be a certain number of my staff who will be required probably by the B.B.G.

Mr. McGRATH: A certain number of them may be transferred to the B.B.G.?

Mr. YOUNG: That is right.

Mr. McGRATH: Will your functions be such that you will still require a large staff?

Mr. YOUNG: No.

Mr. McGRATH: How many would you require?

Mr. YOUNG: I would actually require in Ottawa six people. But then of course, do not forget there is another staff in Toronto and in Montreal.

Mr. McGRATH: Under your jurisdiction?

Mr. YOUNG: Yes.

Mr. McGRATH: This includes the overall 18?

Mr. YOUNG: No. When I said twelve, I meant in Ottawa.

Mr. McGRATH: And how many are there in Montreal and Toronto?

Mr. YOUNG: In Montreal there are two, and in Toronto there are 8.

Mr. McGRATH: And how many are there in Halifax?

Mr. YOUNG: There are none in Halifax.

Mr. McGRATH: That makes a grand total of 22?

Mr. YOUNG: Yes.

Mr. McGRATH: Do you foresee the majority of these being required by the B.B.G.?

Mr. YOUNG: Yes, the regulatory section.

Mr. BELL (Carleton): How big is it?

Mr. YOUNG: At Ottawa?

The CHAIRMAN: How big was it when you had it?

Mr. YOUNG: Right now I have 12 employees in Ottawa, and they include the regulatory people, and the station relations people as well.

Mr. CHAMBERS: How many are there in the regulatory section?

Mr. YOUNG: Twelve.

Mr. McGRATH: In other words, there is no definite plan for your department yet with respect to the regulatory division?

Mr. YOUNG: As far as regulations are concerned they are now handled by the B.B.G. But the staff in my office now is working for the B.B.G. on the compilation of such information as the B.B.G. may require from the logs. The logs of private stations are submitted to our office here at Ottawa.



Mr. McGRATH: Yes, I realize that. I was trying to ascertain what you had in mind as to what would become of these people when the B.B.G. takes them over. Will there be a vacuum there?

Mr. YOUNG: Will there be a vacuum in my office?

Mr. McGRATH: Within the corporation, yes. There are no more regulatory powers by the C.B.C. under the new regulations.

Mr. YOUNG: There will be no vacuum.

Mr. McGRATH: The jobs will be abolished?

Mr. YOUNG: Yes.

Mr. CHAMBERS: On page 477 of the evidence Mr. Stewart of the B.B.G. was asked about this question and he said:

Through the courtesy of the C.B.C., the staff who are scrutinizing the program logs are still occupying space there, but as soon as we have space we shall then acquire the necessary staff to handle the regulatory aspects of the board's work.

Mr. PICKERSGILL: Is it contemplated that some of the experienced staff that was with the C.B.C. will be transferred?

Dr. STEWART: No, it is not contemplated.

So you are going to have twelve people in your regulatory staff? What is going to become of them?

Mr. YOUNG: I am sorry but I do not know.

The CHAIRMAN: Dr. Stewart said it was not contemplated that he would take over their staff of 12 when they had their own headquarters.

Mr. CHAMBERS: He said when Mr. Pickersgill asked him.

Is it contemplated that some of the experienced staff that was with the C.B.C. will be transferred?

Dr. STEWART: No, it is not contemplated.

The CHAIRMAN: Then their jobs will be void?

Mr. YOUNG: I think he meant the senior staff there, because there has been some discussion as to the staff moving over to the B.B.G.

Mr. CHAMBERS: If I could just go on a little bit—

Mr. YOUNG: I think he meant the senior staff.

Mr. CHAMBERS: This is on pages 477-478. At the top of page 478 Mr. Pickersgill goes on:

Mr. PICKERSGILL: Why is that? Are these people needed for other functions of the C.B.C., or does the board not think it desirable?

Dr. STEWART: In the main, I do not think it is necessary for us to raid the C.B.C. We have discussed the matter of the regulatory staff with them, and our understanding, in fact, is that many of the people there will probably not wish to come to the board.

The CHAIRMAN: Then he goes on:

But we have not yet really grappled with the problem of who is going to handle the regulatory matters.

So I do not think it is decided, either, by Dr. Stewart—definitely decided—whether he is going to take the staff over or not.

Mr. YOUNG: That is going to be discussed, I know that, and it has been discussed briefly.

The CHAIRMAN: So as to be able to conclude this: if Dr. Stewart does not take them over, then you will not require them either?

Mr. YOUNG: That is right.

The CHAIRMAN: I have a question on subitem (b), financial arrangements with private stations, and there will be some other questions on that, I think. When you submit an American program—when an American program is piped in to you and you in turn pipe it out to private stations, do you charge them for that privilege?

Mr. JOHNSTON: Charge the private stations?

The CHAIRMAN: Yes.

Mr. JOHNSTON: No, we do not.

The CHAIRMAN: They get that free of charge?

Mr. JOHNSTON: No. I think I could perhaps cover this very quickly, Mr. Chairman, if I may just read from a note or two that I have. The situation is somewhat different in television than it is in radio. First of all, as you know—

The CHAIRMAN: Will you keep your remarks down to an absolute minimum, please.

Mr. JOHNSTON: There is a network rate set for every station in radio and in television. The arrangement that has obtained in radio down through the years is this, that the station gets paid 50 per cent of its published network rate after frequency discount has been deducted. The other 50 per cent accrues first to the corporation; but out of that we pay the regional discounts, the agency commission and, if it is a United States network program, the commission that is paid to the United States network—which also is 15 per cent.

In television the situation is different. We have three different bases of payments, depending upon the type of program involved. If it is a Canadian package—a C.B.C. package, which could be either a live show or a film program which we own and control, on that basis the station gets paid 50 per cent of its applicable network rate after frequency discount has been deducted, and also after annual continuity discount has been deducted, if that latter discount applies.

Mr. BELL (Carleton): I did not catch that last phrase.

Mr. JOHNSTON: Annual continuity discount. These are special discounts that apply for a 52-weeks series. This is in addition to the normal frequency discount.

The CHAIRMAN: The normal frequency discount is for a 13, 26 or 39-week series, say; but the annual is on 52 weeks?

Mr. JOHNSTON: That is right. If the program is on film, the station remuneration is 60 per cent rather than 50 per cent.

The CHAIRMAN: That is a C.B.C. package film?

Mr. JOHNSTON: No, it is not a C.B.C. package film. If the program is on film, the remuneration is 60 per cent instead of 50 per cent.

A third category relates to United States networks programs of any kind, whether they come in live or on film. The station gets paid 30 per cent of its applicable network rate before any discounts are involved; 28 per cent if there is annual continuity discount involved. These arrangements have all been worked out with the affiliates in our meetings with them.

The CHAIRMAN: What about if there is a national advertiser on a strictly Canadian, C.B.C. package? Who gets all the money from the national advertiser?

Mr. JOHNSTON: It is paid first to the C.B.C., and out of that, for the station time—

The CHAIRMAN: You still pay only 50 per cent?



Mr. JOHNSTON: We pay the station 50 per cent of its applicable rate; but we also pay the agency commission and the regional discount.

The CHAIRMAN: Can they sell the odd half minute or minute ident?

Mr. JOHNSTON: This would occur in the network breaks that occur between programs.

The CHAIRMAN: And the local private station sells his own time there?

Mr. JOHNSTON: Yes, indeed; and so do our own C.B.C. stations. If you talk of a half hour program, the actual running time of that is 29 minutes, 25 seconds; there is a five seconds break for a network cue and 30 seconds clear before the next network program starts. Every station on the network, including C.B.C., sells that.

The CHAIRMAN: Take the Ed Sullivan show, on which the station gets only 30 per cent on "A" time, and they get a minute break there: the local station would get anywhere from what—\$100 to \$200 for that time?

Mr. JOHNSTON: I would not like to quote individual figures; they just do not come to mind.

The CHAIRMAN: What I am trying to get at is this: are you people getting enough from private stations? I mean, are they actually paying their way, or are you subsidizing private stations to a great degree?

Mr. JOHNSTON: No, I do not think I would like to say that we are. I think it is the way in which the network dollar is distributed.

The CHAIRMAN: Did you have something to add, Mr. Gilmore?

Mr. GILMORE: I think I see your question, Mr. Chairman. The private station pays us nothing per se. We remunerate them for carrying the sponsor's program. I think that is the way it is.

Mr. BELL (*Carleton*): Are these rates ones which were negotiated between the B.C.C. and the C.A.B.?

Mr. JOHNSTON: No, not C.A.B.

Mr. BELL (*Carleton*): Then who would have acted on behalf of the private stations?

Mr. JOHNSTON: First of all, the formula—as I mentioned the other day—on which we develop, or have developed our television network rates has been developed in consultation with a committee representing the private affiliates. We set our rates on that basis at the present time. Also we are studying right now—at their request—alternative methods of setting network rates. But at the present time we set our rates based on the formula which is related to the coverage of each individual station.

Mr. BELL (*Carleton*): It has been a matter of negotiation. Have you had many complaints?

Mr. JOHNSTON: I do not suppose there is a network anywhere in the world where all its affiliates feel they are getting as much money as they should.

The CHAIRMAN: Are there any other questions on financial arrangements, gentlemen? May we move to sub-item (o)? Are there any network relations problems? Mr. Young, do you meet with the affiliates quite often and settle these problems—or how do you work these out?

Mr. YOUNG: We have daily contact with all our affiliates and we are dealing with problems—as you might call them—every day. I mean, we assist them on some of their problems. In some, we cannot assist them. But it is fair to say that there are problems coming up all the time. Naturally, when you have 41 private stations working with you on the television network, you will have problems. So I cannot give any specific problem—no major problem as such, because they are settled by the committees and

at our meetings that are held with the affiliates. If there is any major problem which comes up, it is dealt with there with all the affiliates, who meet twice a year.

The CHAIRMAN: Did you wish to say something, Mr. Ouimet?

Mr. OUMET: I was going to say, Mr. Chairman, that we meet twice a year with all the affiliates; and from the affiliates and the C.B.C. two committees function one called the commercial subcommittee, the other the program advisory committee, which also meet at the same time as the group as a whole.

Mr. FISHER: How big is the group that looks after the log check?

The CHAIRMAN: That is getting back to another group—

Mr. FISHER: No; this is leading up to a problem about which I have heard.

Mr. YOUNG: My reason for being hesitant is the fact that we have worked for so many years in station relations and regulations, and these people have integrated in both jobs. When you ask me for specifics like this, I have to sit and think, because these people working on logs may work for us—they do; they work on a distribution check-up of our programs and work specifically on—

Mr. FISHER: I am thinking of checking logs.

Mr. YOUNG: Six or seven.

Mr. FISHER: Now, how many or what kind of sample or spot checks have you to make sure the logs you do get or have been getting are not doctored?

Mr. YOUNG: Over the years we have monitored stations and I must say that in our monitoring efforts we have found just negligible mistakes in the logs in some stations. I would say of the whole group there might be about six stations that have been bad boys, and that is about all.

Mr. FISHER: This then has never been a serious problem—or, is it possible that if you had taken at random a larger sample you might have uncovered more that was doctored?

Mr. YOUNG: I would go so far as to say that the logs which come in to us are factual logs. As I said before we have got nothing out of our air checking, and that is checking 65 stations.

Mr. FISHER: Have you noticed any contrast between radio and television?

Mr. YOUNG: No.

Mr. FISHER: There is approximately the same pattern?

Mr. YOUNG: Yes.

Mr. FISHER: There is one other problem that I have heard about and that is the question of short range shifts on the part of local stations from network programs to something that may have blown up in a hurry in local regions, and the arrangements to untrack or get out of the network responsibility. How do you handle something like that?

Mr. YOUNG: They immediately get in touch with us. That would be in the case of something of local importance. Where they have a contractual period and want to do something, such as in the case of a flood or a fire, they immediately get in touch with us, and immediately get a release.

Mr. FISHER: During the recent election campaigns of the last three years did you have many problems in this particular field in so far as ditching network shows in order to put on local television?

The CHAIRMAN: Local television on what?

Mr. FISHER: I mean local local television on political campaigns.

Mr. YOUNG: I do not recall any in television; there are very, very few. As you know, we issue to our affiliates the free time periods that have been allotted



to the various parties and they are not permitted in those free time periods to put on a local broadcast of their own—a local political broadcast of their own. There have been minor contraventions in that respect, but not very many.

Mr. FISHER: What happens when you get a contravention?

Mr. YOUNG: We immediately get after them. What happens is that we can get the majority of them, inasmuch as before they have booked any political periods they submit them to the office, and they are checked. If we see where they are contravening any one of these periods, they are contacted and told they cannot do it.

Mr. CHAMBERS: Mr. Chairman, I may have missed this in a previous item. In connection with the sustaining programs and non-sponsored programs produced by the C.B.C., I wanted to know whether the financial arrangements with the station for carrying them are the same as for sponsored ones?

Mr. YOUNG: No.

Mr. GILMORE: If I may say a word on that, Mr. Chairman, we provide the programs and the stations provide the time, and that is their contribution in the partnership of distributing the national program system. I think it is fair to say it is just that way.

Mr. CHAMBERS: Who provides the bit in between?—the carrying charges?

Mr. GILMORE: The network system—the Canadian Broadcasting Corporation.

Mr. CHAMBERS: Do you feel this is a fair distribution?

Mr. GILMORE: Under the terms of our act, in carrying on the national broadcasting system in Canada, our board has felt that is the proper approach.

Mr. CHAMBERS: A private broadcaster provides the audience with the same program at relatively little cost or much less cost than does the C.B.C. station.

Mr. GILMORE: I think perhaps there is another way to look at it. The corporation produces a program of broad national interest and has it distributed in this fashion through the cooperation of its affiliates in partnership.

The CHAIRMAN: You are being charitable to the private stations?

Mr. GILMORE: We think it is a pretty good arrangement.

Mr. McGRATH: Under the new legislation do you feel, in your opinion, that the relations between the corporation and the private stations have improved considerably? If so, would you explain. I am not suggesting that they were exceptionally poor, but I assume there is always room for improvement.

The CHAIRMAN: Do you mean since the formation of the B.B.G.?

Mr. McGRATH: Since you lost your regulatory powers.

Mr. YOUNG: I have not noticed any differences yet.

Mr. OUMET: The relationships in television have been excellent from the very beginning. I think this would be confirmed by everybody involved.

The CHAIRMAN: Number 2 item is analysis of possible regional networks. Are there any questions on this. If not, I know there will be questions on 3. We will pass on to 3, cost and justification of Dominion network.

Mr. FISHER: What are you going to do about the Dominion network?

Mr. GILMORE: On our operational forecast for the five-year period of the corporation, we, of course, have to take into consideration the new face of radio in Canada—the effect of television, etc. Among the considerations are those concerning the most efficient way of providing total radio coverage. Obviously, that will require study of the Dominion network. We are keeping

in mind what the Fowler commission has recommended and are trying, at the same time, to provide the maximum service possible through Dominion and Trans-Canada without too much duplication.

Mr. FISHER: Mr. Chairman, I never ridicule anyone's answer, but I think Mr. Gilmore would agree that that really does not tell us much.

Mr. GILMORE: I am sorry if I have not answered it. I am only trying to say we have not made a final declaration on that yet, but it is being studied. It is one of the recognized problems.

Mr. FISHER: Is there any strong feeling among the management group of the C.B.C. that the Dominion network should be retained?

Mr. GILMORE: You put it in terms of strong feeling. We believe there is great feeling that the Dominion network is doing a job. We are speaking about a service of some 25-odd hours of network time in the case of approximately 31 basic stations and some other supplementary A. and B. stations. We are speaking about such programs as Assignment. The network facilities also are used for other purposes such as feeding closed circuit special facilities. For both Trans-Canada and the international service, there is definitely a feeling it does serve a purpose.

The CHAIRMAN: If you add those few areas which are not covered by Trans-Canada and are now covered by Dominion and took those out of Dominion and put them into Trans-Canada in one network, how much money would you save?

Mr. GILMORE: The net saving when last calculated, taking into consideration that also we are using these lines for other than broadcasting distribution to Dominion—that is pretty important—was something between \$300,000 and \$350,000 a year.

The CHAIRMAN: Was that also taking into consideration the second Toronto station?

Mr. GILMORE: I cannot answer that without looking it up.

The CHAIRMAN: Mr. Richardson says no.

Mr. RICHARDSON: I do not think so. I was on the committee.

Mr. CHAMBERS: Particularly in the United States there is a trend away from the network, as in radio, in respect of that being important in holding the audience. Is that not so.

Mr. GILMORE: That is true during night-time; but radio network and radio local, both, are pretty important facets, particularly in the day-time hours.

Mr. CHAMBERS: Is there not a trend in the United States for many radio stations to go off the air about seven or eight o'clock at night?

Mr. GILMORE: I do not know of any network outlets that are doing this sort of thing.

The CHAIRMAN: Is that the reason why Mutual failed, because they did not?

Mr. GILMORE: If you want an opinion why Mutual failed—

The CHAIRMAN: Yes.

Mr. GILMORE: There was probably only room in the United States for three major networks and not four.

Mr. FISHER: I have to make an observation, at least to balance the record. There are eight low-power relay stations in my constituency which do not get TV, and it is almost impossible to get any other type of radio. If you wiped out network programming it may be fine for Toronto and Montreal, but where are we going to be?

The CHAIRMAN: We were talking of the possibility of discontinuance of Dominion-network.



Mr. GILMORE: Yes.

Mr. FISHER: I gathered the intention of the question was to do away with network broadcasting.

Mr. CHAMBERS: No, at night in urban areas.

Mr. McGRATH: I did not hear the reply to the cost of the dominion network to the corporation.

Mr. GILMORE: I think I gave it. It is a net cost—or a net saving, if you discontinued the service, taking everything into consideration, of somewhere between \$300,000 and \$350,000.

Mr. McGRATH: I am sorry, I should have been listening more closely.

The CHAIRMAN: Any more questions on dominion network.

Thank you very much, gentlemen.

You have a question of privilege, Mr. Johnson?

Mr. JOHNSON (*Chambly-Rouville*): I do not want to delay the committee too much, so I will read a little statement here.

(*Mr. Johnson continuing in French.*)

The CHAIRMAN: May I have the translation, please, and then Mr. Brassard.

Mr. JOHNSON (*Chambly-Rouville*) (*Interpretation*): Mr. Chairman, I wish to refer, on a question of privilege, to something that has arisen, an incident that has arisen in the newspapers. This incident which, furthermore, is unimportant, seems to have been unfortunate for my colleagues, Mr. Brassard and Mr. Tremblay, and myself. It arises from what proceeded on Tuesday, July 7, 1959, and it was implied in the *Canadian Press* despatch of July 8, 1959.

The facts are as follows: at a certain moment, while the committee was discussing item C, examination of general principles in connection with political and discussion programs, I put a question which the chairman of the committee considered out of order, pointing out to me that I could raise the question under a subsequent item.

Subsequently I objected to a question put by Mr. Brassard, as the question struck me as another supplementary to my own. There followed a cross fire of remarks between Mr. Brassard and myself. They were carried on in a jovial, humorous and gentlemanly spirit, and all this, incidentally, in the French language. It being in French, I am under the impression that the chairman of the committee thought that we were carrying on a discussion which was out of order.

Mr. Tremblay then put another question which gave rise to some laughter, notwithstanding the serious nature of his question. It was at this point that the chairman, who seemed to be addressing Mr. Tremblay more than Mr. Brassard and myself, made the remarks which are reported in the newspapers to the effect that we did not seem to take the work of the committee seriously, and in which case we should resign.

At this point I made a remark in English, this time to the effect that I in no way considered the committee's work as lacking in seriousness.

After the meeting was adjourned the chairman explained to me that his remarks had resulted from a misunderstanding, which was complicated by the language barrier.

I want this statement of mine to be put in the file or on the record because I am still receiving charitable comments from my colleagues in this committee.

The CHAIRMAN: Is it agreed to have this statement in the record?

Agreed.

The CHAIRMAN: The chairman says "Mea Culpa".

Mr. PRATT: You should say it three times.

Mr. TREMBLAY (*Interpretation*): Mr. Chairman, on a question of privilege, could you agree to put on the record of the committee's proceedings the letter which you received from Mr. Pierre Chalout, considering that this letter from Mr. Chalout stated that before 1957 he had felt himself obliged to refuse to take part in a C.B.C. program, inasmuch as he was asked to make a certain statement in favour of the federal government then in power?

The CHAIRMAN: I shall be glad to take that up with the steering committee.

Mr. RICHARDSON: At this stage of our proceedings I want to express to you and to the committee the thanks of the C.B.C., particularly on behalf of Mr. Bushnell and Mr. Landry who cannot be here today, and also on behalf of all those who have had the pleasure of working with you in your deliberations in connection with these various matters. Thank you very much.

Mr. BELL (*Carleton*): The pleasant words which Mr. Richardson has used are very much appreciated by the members of the committee, and I think we should express our very deep sense of gratitude to all the officers of the C.B.C. I know that all the members of the committee have been very favourably impressed by the competence of the officers when they appeared before us and in the articulate manner in which they presented the facts to us. It has been more than helpful to the members of the committee and I am sure it has given us a new conception of the real capacity of these dedicated public servants. To them I am sure we are really grateful, and I may add that—perhaps the chairman should not be listening to this—but I think all the members of the committee would like to have it put on the record that our chairman has presided with remarkable skill, businesslike efficiency and good humour.

Some Hon. MEMBERS: Hear, hear.

Mr. PICKERSGILL: Mr. Chairman, I would like to say that I agree with what Mr. Bell said about the witnesses who have appeared before us from the Canadian Broadcasting Corporation. I think that their outstanding quality has been their patience—for which I certainly commend them. I will not go so far as to say that the outstanding quality of our chairman has been his impatience; but despite some regrettable lapses, he has not done badly.

Mr. FISHER: I am sorry, Mr. Chairman; I can go along with the remarks about you and the remarks about the C.B.C.; but I cannot go along with the remarks that this committee has been sort of unanimous in its appreciation—real appreciation—of the C.B.C. I am very much afraid that there are some people in the committee who are neither friendly nor fair to the C.B.C.

Mr. PRATT: Mr. Chairman, in view of the fact that we are all so very fond of each other, may I express the hope that we may meet more often?

The CHAIRMAN: May we leave on that note, gentlemen? Mr. Johnson, I think you have one statement to make.

Mr. JOHNSON (*Chambly-Rouville*): We from this group are very satisfied with your performance.

Mr. FISHER: I move we adjourn.

Mr. PICKERSGILL: The minority group.

Mr. CHAMBERS: Are you speaking for the opposition?

Mr. JOHNSON (*Chambly-Rouville*): Mr. Chairman, I am still waiting for answers to my question of June 9, 1959, reported in No. 10, page 376, about the amount paid to each company—film distributors—by the C.B.C.



The CHAIRMAN: That was taken up in the steering committee once, and we shall take it up again. If it is their decision to give you the information, you will get it personally.

Mr. CHAMBERS: When is the steering committee going to meet?

Mr. PICKERSGILL: Mr. Chairman, what is the understanding? I apologize for having been away most of the time since—

The CHAIRMAN: I know you could not help it; you were up in the chamber. We will have a steering committee meeting this afternoon, if it is agreeable to the steering committee and we shall reconvene—in camera on Tuesday morning at 9.30.

Mr. CHAMBERS: At what time is the steering committee meeting?

The CHAIRMAN: Three-thirty, this afternoon. Then we will reconvene at 9.30 Tuesday morning.





THE FOLLOWING IS THE TEXT OF THAT PART OF THE COMMITTEE'S  
PROCEEDINGS CONDUCTED IN THE FRENCH LANGUAGE

ON TROUVERA CI-DESSOUS LE TEXTE DE LA PARTIE DES DÉLIBÉRATIONS DU  
COMITÉ QUI S'EST DÉROULÉE EN FRANÇAIS

COMITÉ DE LA RADIODIFFUSION—10 juillet 1959

(Page 814)

M. JOHNSON: Au sujet du personnel de l'organisation commerciale à Montréal, est-ce qu'il arrive que Radio-Canada impose un programme à un commanditaire plutôt que de lui laisser choisir tel ou tel programme ou de lui laisser organiser tel ou tel programme.

(Page 814)

M. JOHNSON: Maintenant, monsieur Ouimet peut peut-être m'éclairer là-dessus. Est-ce qu'il peut arriver, par exemple, à Montréal au réseau français, que Radio-Canada, entre deux programmes du même genre, en impose un plutôt que l'autre au commanditaire, de sorte que, par exemple, un programme très intéressant qui quitte les ondes, comme "Point de mire", le cède à un programme un peu du même genre, de la même catégorie, "Pays et merveilles", qui est à l'horaire depuis plusieurs années?

Je pose cet exemple, parce que je crois sincèrement que Radio-Canada a comme politique générale,—et l'on me corrigera si l'on veut,—de ne pas laisser les programmes à l'horaire trop longtemps et de faire de la variété.

(Page 814)

Maintenant, monsieur Ouimet, si un commanditaire ou une agence offre à Radio-Canada de commanditer un programme à condition que Radio-Canada prenne tel ou tel artiste, est-ce que vos représentants commerciaux, à Montréal, vont accepter cette proposition d'un commanditaire ou d'une agence?

(Page 816)

M. DORION: Si j'ai bien compris le témoin, il nous a dit que, lorsqu'il s'agissait de faire écho à une opinion publique, il se servait en particulier des opinions exprimées par la presse.

(Page 816)

Mais quand vous parlez, n'est-ce-pas, des opinions de la presse, est-ce que c'est l'opinion d'une certaine presse ou si vous tenez compte des nuances d'opinions de toute la presse, en général, y compris les hebdomadaires?

(Page 818)

M. TREMBLAY: Monsieur le président, pour faire suite à la question de M. Pickersgill relativement à votre appréciation des opinions de la presse, est-ce que vous tenez compte de l'opinion d'un pseudo journal comme "La Réforme"?

(Page 818)

M. DORION: Monsieur Fraser, est-ce que vous avez, à chaque semaine, une revue de la presse et des hebdomadaires?

(Page 818)

M. DORION: Le dimanche.

\* \* \*

(Page 818)

Je tiens à dire que ce programme est très bien fait et j'exprime l'espoir qu'il s'étende aux différentes régions de la province et qu'il produise des opinions locales, autant que possible?

\* \* \*

(Page 820)

M. JOHNSON: En posant ma question, monsieur Fraser, je prends pour admis que c'est bien ce service d'information qui a charge de ces problèmes. Quelles sont les coutumes de Radio-Canada,—et je réfère surtout au réseau français à Montréal,—quant à la distribution des annonces achetées des journaux, en somme, placées par les journaux pour faire de la publicité à un programme? Je songe, par exemple, à une annonce très bien faite au sujet du programme très populaire qui s'appelle: "Chez Miville", annonce que je n'ai pas vue moi-même ailleurs que dans un hebdomadaire, ou quotidien à tirage très limité à Montréal?

\* \* \*

(Page 823)

M. TREMBLAY: Nous avons reçu une publication de l'Institut canadien d'éducation pour les adultes, en date de juin 1959. Est-ce que Radio-Canada pare une partie de ces publications-là qui sont préparées en collaboration avec Radio-Canada?

\* \* \*

(Page 823)

Dans le cas de celle que nous avons reçue dont le coût est...

\* \* \*

(Page 826)

Monsieur le président, je voudrais demander à la société Radio-Canada comment elle considère les syndicats, les mouvements ouvriers organisés? Est-ce que Radio-Canada les considère comme des partis politiques ou des sociétés philanthropiques, dans un sens très large du mot?

\* \* \*

(Page 826)

Dans les cas où ces sociétés, ces groupements ouvriers ont besoin de faire de la publicité, comment les traitez-vous? Les traitez-vous comme des organismes ordinaires qui doivent payer pour leur période de temps?

\* \* \*

(Page 826)

Monsieur le président, c'est justement là, nous avons un groupe qui échappe aux catégories ordinaires ou définitions ordinaires. Ce ne sont pas des partis politiques, ce ne sont pas des organismes commerciaux, ce ne sont pas vraiment des organismes philanthropiques dans le sens que l'on entend généralement. Alors, dans quelle catégorie peut-on les placer, lorsqu'ils ont à traiter avec Radio-Canada?

\* \* \*



(Page 827)

M. JOHNSON: Lorsqu'un groupe religieux, en général, un groupe ethnique se sent lésé, bafoué par un programme de Radio-Canada, est-ce qu'on donne la chance à ce groupe religieux ou ethnique de venir exposer son opinion ou ses protestations? Je songe présentement au fameux programme sur le général Kurtmeyer?

\* \* \*

(Page 827)

Il y a, monsieur le président, beaucoup de relation entre la religion et les groupes ethniques. Il s'était senti persécuté...

\* \* \*

(Page 849)

M. JOHNSON: Dans les journaux il s'est passé un événement qui me semble injuste à l'égard de mes collègues, MM. Brassard, Tremblay et de moi-même.

Cet incident est rapporté dans les journaux du mardi 7 juillet 1959 par la Canadian Press. A la séance du mardi 7 juillet 1959, cet incident d'ailleurs sans importance, a été amplifié dans le rapport de la Canadian Press, paru le 8 juillet 1959. Voici les faits:

A un moment donné, alors que le comité discutait l'item (c), soit des principes généraux relatifs aux émissions politiques et de discussions, j'ai posé une question que le président du comité a jugé irrégulière, me signifiant que je pourrais poser cette question lors de l'étude d'un item subséquent.

En conséquence, je me suis opposé à une question de M. Brassard, qui me semblait être une "sous question" par rapport à la mienne. Il s'en est suivi un échange de remarques entre M. Brassard et moi-même sur un ton plaisant, comme deux gentilshommes savent le faire.

La discussion se déroulant en français, le président du comité me semble avoir eu l'impression qu'à ce moment-là nous avions entamé une conversation irrégulière.

M. Tremblay a alors posé une autre question, qui a soulevé quelques rires, malgré son caractère sérieux.

C'est alors que le président, qui semblait s'adresser à M. Tremblay, à M. Brassard et à moi-même, a fait la remarque qui a été rapportée par les journaux, à l'effet que nous ne semblions pas prendre le travail de ce comité au sérieux et que nous devrions démissionner.

C'est alors que j'ai ajouté, en anglais cette fois, une remarque à l'effet que je ne considérais pas du tout le travail du comité comme manquant de sérieux.

Après l'ajournement de la séance, le président m'a expliqué que sa remarque résultait d'un malentendu compliqué d'une difficulté de langage.

Je veux que cette déclaration soit inscrite au dossier, parce que je suis encore la cible de commentaires par des collègues très charitables.

\* \* \*

(Page 850)

M. TREMBLAY: Sur une question de privilège, monsieur le président, pourriez-vous consigner au compte rendu des délibérations du comité la lettre que vous avez reçue de M. Pierre Chaloult, étant donné que, dans cette lettre, M. Chaloult déclare qu'il a dû, avant 1959, refuser de participer à des émissions de Radio-Canada, parce qu'on lui demandait de faire des commentaires qui puissent être favorables au gouvernement fédéral alors au pouvoir?

## APPENDIX "A"

## LETTER FROM PIERRE CHALOULT

Mr. G. E. Halpenny, M.P.

Chairman, Special Committee on Broadcasting.

As you suggested me few minutes ago, may I protest the way my name has been quoted at this comitee yesturday. I sould like to state:

Je n'ai jamais sollicité le privilège d'obtenir des émissions à Radio-Canada. Je suis ancien fonctionnaire et j'ai quitté le fonctionnarisme pour pouvoir dire librement ce que je pensais. Je ne veux pas redevenir fonctionnaire par la petite porte.

On m'a, par le passé, offert des émissions à Radio-Canada. J'ai parfois accepté et parfois refusé spécifiquement dans un cas où l'on exigeait que je dise aux auditeurs ce qui n'était pas, à mon sens, exact. On m'a déjà laissé entendre (du temps des libéraux) qu'il fallait être en bons termes avec le pouvoir pour obtenir des émissions à Radio-Canada. Mais comme je représente un journal indépendant en politique, un journal dont il ne m'appartient naturellement pas de déterminer la conduite, je n'ai jamais accepté de faire des émissions à Radio-Canada où mes paroles contrediraient les attitudes prises dans le journal pour lequel je travaille.

On m'a souvent suggéré de demander des émissions à Radio-Canada, me disant que j'en obtiendrait. J'ai clairement répondu que je n'en demanderais jamais et je ne l'ai jamais fait.

Ces jours derniers, un employé de Radio-Canada m'a dit que mon nom était sur une liste noire. Je ne demandais rien. On m'a dit cela gratuitement. Je n'ai guère fait plus que répéter ce que l'on m'avait dit d'où, j'imagine, les questions d'hier à mon sujet.

Ce matin, on m'a offert de participer à une émission de Radio-Canada. Il va de soi que je n'ai pas accepté. Je n'ai pas l'intention que l'on me juge comme je juge moi même M. Peers et ses pareils.

Pierre Chaloult.

TRANSLATION OF FRENCH TEXT  
LETTER FROM PIERRE CHALOULT

I never asked the C.B.C. for the privilege of getting on the air. I am a former civil servant who gave up the civil service in order to be able to give free expression to his thoughts. I am not trying to find a roundabout method of getting back into the civil service.

In the past, I was offered air on the C.B.C. Sometimes I accepted; other times I refused in specific cases where I was required to tell listeners what I considered inaccurate. It has even been hinted to me (when the Liberals were in power) that you have to be on good terms with the powers—that-be in order to get on the C.B.C. air. But as I represent a politically independent newspaper—and it is not for me, of course, to decide on the line that newspaper takes—I never agreed to make C.B.C. broadcasts in which my utterances would run counter to the stands taken by the newspaper for which I work.



It has often been suggested to me that I should request C.B.C. air; I was told it would be allowed to me. I made it clear that never would I ask for this; and I have never done so.

During the last few days, a C.B.C. employee told me my name was on the black list. I did not ask for this information, it was volunteered. I hardly did anything more than to reiterate what I have already stated—hence, presumably, yesterday's questions regarding me.

This morning, I was offered C.B.C. air. Needless to say, I declined. I have no intention of being judged as I myself judge Mr. Peers and like-minded persons.

Pierre Chaloult.

## APPENDIX "B"

## LETTER FROM ROLLAND D'AMOUR

Montréal, le 9 juillet 1959.

Monsieur G. E. Halpenny, député,  
Président du Comité de la Radio-Télévision,  
Chambre des Communes,  
Ottawa.

Cher Monsieur,

Permettez-moi de vous faire part de la mise au point suivante, au sujet des déclarations qui viennent d'être faites au Comité Parlementaire de la radio et de la télévision, le 9 juin dernier, en vous priant de l'inclure au procès-verbal d'une prochaine séance:

1. Je n'ai jamais donné ni prétendu avoir donné de cadeaux à aucun de mes employeurs, à Radio-Canada ou ailleurs, *en vue d'obtenir du travail*.
2. La déposition dont il a été question n'a pas eu lieu en 1955, mais exactement en février 1952, et au sujet des déclarations d'impôt des années 1949-50; années où il n'y avait pas encore de télévision d'ailleurs;
3. A cette occasion, j'ai déclaré avoir une quarantaine d'employeurs, tant à la radio privée, qu'à la radio d'état, et de plus un certain nombre d'interprètes à titre de compositeur.
4. A la même occasion, j'ai fait mention de *frais de représentation*, que j'ai détaillé comme suit: Paiement de certains repas occasionnels et achat de spiritueux ou de parfums, etc..., pour féliciter et remercier les interprètes de mes chansons, ou pour maintenir des relations de bonne compagnie avec mes propres employeurs: réalisateurs de radio, agences de publicité, scripteurs, gérants de poste, etc...
5. Le juge Fabio Monette, après avoir entendu mon témoignage, a approuvé toutes et chacune des dépenses encourues comme étant normales et constituant à usens de la loi d'honnêtes "frais de représentation".

J'ose espérer que ces quelques précisions vous seront utiles et que vous voudriez bien concourir, pour votre part, à rétablir les doutes qu'on a fait planer sur ma propre honnêteté et sur celle de vos réalisateurs.

Cordialement vôtre,

Roland D'Amour,  
7611, Louis Hébert, Montréal.



(Translation)

Montreal, July 9, 1959

Mr. G. E. Halpenny, M.P.,  
Chairman, Committee on Broadcasting,  
House of Commons,  
Ottawa.

Dear Sir,

With your permission, there are a few points I would like to clear up in connection with statements made during the meeting of the Parliamentary Committee on Broadcasting held on June 9th last. Would you therefore be good enough to include the following in the Proceedings of one of your next meetings:

1. I have never made or claimed to have made any gifts to my employers, at the Canadian Broadcasting Corporation or elsewhere, *for the purpose of obtaining work.*
2. The evidence in question was not given in 1955 but, very precisely, in February 1952, and it concerned income tax returns for the years 1949-50 when, in fact, there was as yet no television;
3. On that occasion I stated that I had about forty employers both in private and government radio and also, being a composer, a number of performers.
4. On the same occasion I mentioned my *entertainment expenses*, explaining them in detail as follows: Cost of occasional meals and purchase of liquor or perfume, etc., as a token of appreciation to the artists who sang my songs and to maintain courteous relations with my own employers, i.e., radio producers, publicity agencies, script writers, station managers, etc....
5. After hearing my evidence, Judge Fabio Monette approved each and every one of the expenses incurred as being normal and constituting equitable "entertainment expenses" within the meaning of the Act.

I trust the foregoing particulars may be of use to you and that you for your part will help to dispel the doubts that have been raised regarding my honesty and that of your producers.

Cordially yours,

(sgd.) Roland D'Amour,  
7611, Louis Hébert, Montreal.

## APPENDIX "C"

## COST OF RENTAL OF STUDIOS AND REHEARSAL HALLS

Supplement to Appendix "J" Page 803, Thursday, July 9, 1959

Location	Address	Cost/Annum	Area	Radio Studio	TV Studio	Rehearsal Hall
NEWFOUNDLAND REGION						
Grand Falls	High & Mill Road	\$11,200 00	4,000	×	—	—
St. John's	Duckworth Street	\$13,412 50	6,340	×	—	—
MARITIMES REGION						
Halifax, N.S.	100 Sackville St.	\$24,168 00	8,056	×	—	—
Halifax, N.S.	Nova Scotian Hotel	\$ 3,110 00	2,049	×	—	—
Halifax, N.S.	7-11 Argyle	\$ 3,200 00	4,300	—	×	×
Sydney, N.S.	247-251 Charlotte St.	\$ 3,900 00	2,200	×	—	—
Moncton, N.B.	232 St. George St.	\$10,000 00	4,500	×	—	—
QUEBEC REGION						
Montreal	1244 St. Catherine St.	\$22,122 00	18,600	—	—	×
Montreal	1173 Drummond St.	\$ 4,200 00	6,150	—	—	×
Montreal	1425 Dorchester St.	\$34,261 20	11,052	×	—	—
Montreal	3710 Calixa Lavallee	\$ 1 00	see column "2"	×	—	—
	(Stage 40'x40' (1600sq.ft.) plus audience seating capacity for 1300 people)	(\$10.00/day for stage only) (\$75.00/occasion with audience)				
Montreal	3510 Cote des Neiges Rd.	\$12,000 00	12,000	×	—	—
Montreal	Saint Croix Blvd.	\$36,000 00	14,693	—	×	—
Montreal	1137 Stanley St.	\$48,000 00	29,479	—	×	×
Montreal	1482 Guy St. (4 halls)	\$22,826 00	11,300	—	—	×
Montreal	1162 Crescent St.	\$20,352 00	8,300	—	—	×
Montreal	1231 St. Catherine St.	\$12,975 00	6,057	—	—	×
Chicoutimi	121 East Racine St.	\$ 4,405 05	3,476	×	—	—
Quebec	Palais Montcalm	\$ 8,000 00	5,858	×	—	—
ONTARIO REGION						
Toronto	9 McGill St.	\$12,000 00	9,134	×	—	—
Toronto	90 Sumach St.	\$48,372 00	40,310	—	—	×
Ottawa	Chateau Laurier	\$ 5,625 00	4,500	×	—	—
Windsor	Security Bldg.	\$ 7,350 00	2,975	×	—	—
PRAIRIE REGION						
Winnipeg	444 St. Mary's Ave.	\$10,620 00	18,790	×	×	—
Regina	1840 MacIntyre St.	\$ 9,275 00	3,500	×	—	—
Edmonton	100th Street & Jasper Avenue	\$ 8,500 00	2,770	×	—	—
BRITISH COLUMBIA REGION						
Vancouver	701 Hornby St.	\$24,923 00	11,541	×	—	—
Vancouver	660 Howe St.	\$14,293 56	5,500	×	—	—
Prince Rupert	336 2nd Ave. W.	\$ 900 00	760	×	—	—

July, 1959



**APPENDIX "D"**  
COMPARISON OF STAFF YEARS 1957-58 AND 1958-59

	1958	1959	Increase
<b>Radio and Integrated Services</b>			
Program .....	686	731	45
Engineering .....	714	825	111 (1)
Audience Research .....	22	23	1
Commercial .....	57	59	2
Press and Information .....	109	135	26
Station Relations .....	3	4	1
Administrative and Clerical .....	1,612	1,681	69
	3,203	3,458	255
<b>Television</b>			
Program, Film and News .....	836	921	85
Design and Staging .....	981	1,065	84
Engineering .....	879	1,017	138
Admin. and Clerical .....	363	418	55
	3,059	3,421	362
International Service .....	171	172	1
<b>TOTAL</b> .....	<b>6,433</b>	<b>7,051</b>	<b>618</b>

NOTE (1): Of the 111 new positions in Engineering, 84 were added in Toronto, on the regular establishment as a result of a collective agreement negotiated during the fiscal year. These employees were formerly employed on a weekly basis and not included in reports covering regular staff.

Ottawa, July 13, 1959.

**APPENDIX "E"**  
CORNER BROOK TV STATION COSTS

At the Friday July 10th meeting of the Special Committee on Broadcasting, Mr. McGrath requested the costs of establishing our Corner Brook TV Station.

The application form filed with Department of Transport, when application was made for this licence, showed the following . . .

<b>Initial Capital Costs</b>	
Land including road and municipal services (road, water, sewage) .....	\$ 17,000
Building .....	133,500
Equipment .....	87,700
Tower, antenna and transmission line .....	6,700
	<b>\$244,900</b>

NOTE: This does not include engineering, administrative and overhead charges or contingency allowances.

NOTE: Building, equipment, tower, antenna and transmission line costs are estimates only based on the equipment listed above. It is Corporation policy to call for tenders for all construction and equipment of this kind. The acceptance of any tender is based on compliance with specifications, technical considerations, prices, delivery and service. Therefore, costs are not known until tenders have been received, analyzed and one selected."

At the Public Hearing held by the BBG on March 16, 17 and 18, 1959, it was explained to the BBG that the establishment at Corner Brook would be a combined Radio - TV operation because we had not been granted permission to expand our "in town" facilities, but had to move to new property. It was also explained that the combined cost including engineering, overhead, i.e., on a cost accounting basis, would be "around \$300,000 and the TV portion about \$260,000."

In May 1959 when engineering and planning had been completed, the estimated cost of this project was calculated to be . . .

Land, including road .....	\$ 2,000
Building, including city services .....	171,700
Equipment .....	96,500
Engineering, administration, overhead .....	31,800
<b>Total</b> .....	<b>\$302,000</b>

of which \$25,000 is chargeable to Radio and \$247,000 chargeable to TV

Ottawa, July 13, 1959.

## APPENDIX "F"

## CANADIAN BROADCASTING CORPORATION

*Stanley Street TV Studios—Montreal*

The Stanley Street Studios, formerly known as the YWCA building, was leased from the Laurentian Hotel Company for a period of seven years from September 1, 1953, at a rental of \$4,000 per month.

A five storey brick and stone building, with a floor area of 29,479 sq. ft., the Stanley Street Studios now house two TV studios, five dry rehearsal halls, control rooms and some storage space.

The conversion was carried out in three stages:

1. The original conversion, under which one TV studio with dressing and costume rooms and six dry rehearsal areas were constructed. Equipment included three TV camera chains, associated audio, video and lighting control equipment and the necessary scenery and lighting fixtures. The total cost of this work was \$452,577.80.
2. Experience proved that the existing hoist at this location was inadequate for handling the scenery and prop items used there. Consequently it was decided to install a new freight elevator. This was done at a total cost of \$27,835.14.
3. One of the rehearsal areas was converted to a second TV Studio and equipped with two camera chains, video switching, audio and intercom facilities, lighting and lighting control all similar to those in the first studio. The total cost of this work was \$310,994.97.

A fourth minor change was made to allow another rehearsal area to be used as a temporary TV studio at a total cost of \$2,802.13.  
July 14, 1959.

## APPENDIX "G"

Query by Mr. Egan Chambers re International Service Budget item "Printing of Publications."

The principal item under "Printing of Publications" is the International Service schedule which is distributed free to listeners upon request. It contains program information in the various languages of the service including frequencies of broadcasts. The mailing list comprises nearly 200,000 addresses. The schedule is issued seven times a year at a cost per issue of somewhat under \$4,000.

In some years six issues are charged and in other years eight issues are charged depending on the date of printing and consequently the date that the invoice is received. This explains part of the difference between 1956/57 and 1957/58. A further increase of \$8,000 in 1957/58 was necessary to provide copies of the schedule for distribution at the Canadian booth of the Brussels International Fair. This is in keeping with our practice to distribute the schedule at major International Fairs where the Department of Trade and Commerce is represented and where such publicity can promote our audience.

In addition, several years' supply of the External Affairs' booklet "Canada from Sea to Sea" (15,000 English, 5,000 French) was purchased in 1958/59 at a cost of \$3,400. Such publicity material is used for mailing to groups among our listeners such as teachers, study groups, etc., where the information will serve to answer authoritatively the range of questions from such listeners.

Ottawa, July 13, 1959.



## APPENDIX "H"

*Television Producer**Duties and Responsibilities*

The PRODUCER, under the supervision of the SUPERVISING PRODUCER and/or the PROGRAM DIRECTOR may contribute to program planning by development of original ideas, by refining and developing ideas submitted by others or by formulating program patterns and plans on formats provided to him; he is directly responsible for the overall quality of the program; he may commission writers to prepare scripts; he selects the performers who are to appear on the program. Through the appropriate channels, he specifies and arranges for services from design, staging, film and from other areas common to both radio and television. Through the technical producer, he arranges for technical personnel and facilities to meet the requirements for his program. He plans and schedules rehearsals. He deals himself, or arranges for others to deal, with problems related to collective agreements with performers' and staff unions. He administers, with the assistance of a unit administrator or unit manager as assigned, the budget allocated to his program subject to regulations and limitations established by the office of the director of the television station. On sponsored programs, he may consult with agency representatives or other representatives of the sponsor. He is the senior Corporation representative at the time his program is produced and is responsible to handle any emergency situation. He ensures that the policies of the Corporation are followed in such matters as good taste, quality of performance and maintenance of production standards.

*Qualifications*

As indicated to the Committee, we do not have a formal job specification for TELEVISION PRODUCER. When the Corporation began telecasts in the Fall of 1952, a number of RADIO PRODUCERS on staff were offered the opportunity to produce television shows by moving to the television side on a probationary period of two years. During that time, an assessment was made of their ability in the visual field and after the two-year period, those successful were offered television contracts.

At that time also, producers were hired from outside, and the Corporation endeavoured to secure persons who had experience as producers or directors in the legitimate stage or in the cinema industry.

Since then, we have endeavoured mainly to hire persons experienced in various areas of the arts as production assistants and floor managers, and as they became familiar with the medium of television and proved their capabilities, they were given the opportunity of moving into production. Some producers are also hired directly as such after some experience and training abroad. Generally speaking, these applicants are expected to have qualities equivalent to those we require of radio producers for whom job specification is attached, plus proven ability to produce in the visual medium.

*Supervising Producer*

Job specification attached.

Ottawa, July 13, 1959.

## JOB SPECIFICATION

Salary Group No. G-H-I

*Position:* Producer*Division:* Program*Regular working hours:* Not limited.*Functions:*

Under the general supervision of appropriate program directing officer, is responsible for devising, planning, directing and presenting programs and for seeing that the highest possible program standards are maintained and that the canons of good taste and CBC policies are observed.

*Job content:*

1. On every program is responsible for the assignment of tasks and for the efficiency and discipline of all personnel connected with the program, including artists, announcers, operators, and sound effects men, which may mean anything from a group of three to a hundred or more. The producer of any program is in charge in the studio and is responsible for directing and coordinating the work of operators, sound effects men and announcers, as well as all non-staff personnel connected with the broadcast.

1. He is held accountable for the successful execution of the program idea and the quality of performance both artistic and technical, for the observance of C.B.C. policy and regulations, for production faults and errors.

2. Responsible for creating and planning new program ideas and/or for appraising ideas submitted.

3. Planning the general lines and detailed procedure by which program ideas may best be presented on the air.

4. Planning and devising suitable studio and microphone technique and pick-ups.

5. Planning the most efficient and economical use of rehearsal time.

6. Planning the most efficient spending of money allocated to assigned program.

7. Keeping up to date on the existence and availability of talent, and on recent developments in his particular field or fields of entertainment, education or information.

8. Analyze scripts and suggestions as to production possibilities.

9. Write or arrange for the writing of script or continuity for programs, edit and approve scripts and select writers.

10. Edit, cut and re-assemble into program form recordings made on an actuality basis.

11. Select, negotiate with and direct musical, dramatic or other talent.

12. Select, in cooperation with orchestra leader when necessary, musical numbers, background music, and gramophone records; arrange for original music or arrangements with composer; plan and arrange for sound effects.

13. In consultation with operators and Program Clearance or Presentation Officer, consider and decide on equipment, pick-up, studios, etc., needed for broadcast.

14. On outside broadcasts to travel, survey, select points of vantage for pick-ups requisition facilities needed for pick-up of program (outside pick-up points, loops, lines, etc.)



15. Establish cost of programs and confer with responsible budget officer.
16. Arrange, schedule and conduct rehearsals; time show for conformity to broadcast period.
17. Confer with commercial department and/or agency on commercial programs; certify attendance sheets.
18. Keep P & I informed of program plans and personalities.
19. Audition or be present at audition of artists.
20. Study and appraise music or scripts and prepare reports for national department supervisors, Program Directors or other program authorities.
21. Perform such other related duties as may be assigned or as the nature of a program may make necessary.

*Summary of responsibilities:*

1. Important responsibility for outside public relations; this may be exercised indirectly through his presentation of programs and also through contact with the public at all levels from distinguished conductors, established writers, important guests on programs, or officials and representative, Government, churches, societies such as the Red Cross, etc. to inexperienced artists or writers and ordinary listeners. May often be called upon to address meetings, or advise or lecture to schools, institutions, etc., on broadcast matters. Must exercise tact and self-discipline in dealing with artists of all degrees of experience and temperament.

2. Responsible for efficient and economical use of money allocated to individual programs, amounts which may vary from \$50. to \$5000. or more. Must be prepared to use discretion and keep confidential fees and negotiations with artists, writers, etc.

3. Producer is immediately responsible for content of programs. Therefore performance of his work directly affects favorably or adversely the standing and reputation of the Corporation. Errors of taste or judgment may result in severe investigation by the Parliamentary Radio Committee or other public bodies. Further, irresponsibility or errors of judgment on the part of a producer may subject the Corporation to legal proceedings for libel or slander, for breach of contract, for copyright infringement, etc., possibly involving large sums of money for costs and damages.

4. Tact and ability to get along with other people most important if the producer is to exercise full and smooth control over employees engaged in a program and to make sure that deadlines are met by scriptwriters, studio operators, announcers, typists, and other employees concerned with the preliminaries of a program. Responsible for keeping in touch with members of engineering staff in order to keep up to date with new technical broadcasting developments and for discussing the best ways of making use of them for program purposes.

5. Equipment and supplies.

6. Confidential reports and information concerning auditions, fees, contracts, etc.

*Working conditions:*

Normal studio and office conditions, frequent outside assignments, sometimes involving hazard and discomfort.

*Personal qualities:*

Acute hearing and accurate ear for music, speech and sound. Good memory. Tact. Self-discipline. Good taste. Showmanship. Creative imagination.

*Minimum starting requirements**Education and general knowledge:*

It is impossible to lay down specific requirements. There is room for specialization; the knowledge and aptitudes required for producing a humorous variety show or the coverage of a regatta or track-meet are quite different from those necessary for producing an opera or a classical tragedy. Preferably university degree in arts and science, drama or music, etc. Broadly speaking a good general education, reinforced by training in one or more of the fields of entertainment and information and experience.

*Specific working knowledge:*

Practical experience of some field of entertainment education, information or business desirable; plus general working knowledge of studio and microphone characteristics. Appreciation of suitable standards of speech.

*Where and how acquired:*

May be acquired by previous experience or during trainee period.

*Age limits and other physical factors:*

25-45 years of age.

*Minimum additional working knowledge to be acquired on job**Minimum time to learn:*

6-9 months.	} Very difficult to define time limits depends on previous experience and individual ability.
Practice time to reach minimum proficiency:	
1-2 years.	

## JOB SPECIFICATION

*Position:* Supervising Producer

*Salary Group No. I*

*Division:* Program (TV)

*Regular working hours:* Not Limited

*Functions:*

Under direction of the TV Program Director and in consultation with the appropriate National Program representatives, plan and organize the production of television programs within his field, e.g., drama, variety, public affairs, sports, features, etc., and on occasion direct programs personally.

*Job content:*

1. Plan and organize television productions within assigned field.
2. Supervise the production staff and apportion budgets for programs from allocation received from the Program Director.
3. Plan and co-ordinate internal and external arrangements for programming within the assigned field, in consultation with local TV Program Director and National Program representatives.



4. Control program expenditures and other costs affecting programs under his jurisdiction.
5. Act as liaison between producers in assigned field and other television officials on the local establishment.
6. Generally approve selection of artists and script material and work with producers, artists, and writers in his supervisory capacity.
7. Advise on hiring of new production staff assigned to his section.
8. Participate in program schedule planning with local TV Program Director and other supervisory Producers.
9. Keep up with trends and developments particularly in the assigned field.

*Summary of responsibilities:*

Under direction of the Program Director to be responsible for production of programs within his field as to policy and quality and to be responsible for the proper training of producers assigned to such work. Responsible also for application of various union working conditions and regulations as they affect programs under his direction.

*Working conditions:*

Normal office work, except when personally supervising or directing a given production; considerable concentration generally.

*Personal qualities:*

Organization abilities; imagination and showmanship; ability to achieve co-operation among others; tact; self-assurance; well-developed critical faculty; good judgment of people and programs.

*Minimum starting requirements*

*Education and general knowledge:*

University graduation or equivalent, plus considerable experience in entertainment or communications media.

*Specific working knowledge:*

Should be an expert in his field (e.g., drama, variety, sports, public affairs, etc.) with actual experience in production in the theatre, radio, film or television media, (preferably as a producer or director). Knowledge of C.B.C. aims and policies.

*Where and how acquired:*

In the above mentioned fields, production experience with the C.B.C. desirable.

*Age limits and other physical factors:*

25-50, excellent health, male or female.

*Minimum additional working knowledge to be acquired on job*

*Minimum time to learn:*

6 months.

*Practice time to reach minimum proficiency:*

1 year.

(19,000)	(17,800)	1,200	(10,800)	(8,900)	1,900	EXCESS OF INCOME OVER EXPENSES				
200		200	100	---	100	BEFORE SERVICE PROGRAMS .....				
			100	---	100	Deduct: Cost of local service programs.				
(19,200)	(17,800)	1,400	(10,900)	(8,900)	2,000	EXCESS OF INCOME OVER EXPENSES*				
						(10,900)	(11,100)	(300)	(10,000)	(20,200)
						100	---	100	200	100
						(10,900)	(11,100)	(200)	(10,200)	(20,300)
										(1,100)

## MEMO

No. of Employees .....

21

23

(2)

\* Bracketed figures indicate excess of expenses over income.

Ottawa, July 13, 1959.





## APPENDIX "J"

CANADIAN BROADCASTING CORPORATION  
INTERNATIONAL SERVICE

Cost per Language Section—1957/58  
as per Annual Report

(Replaces sheet distributed 7/7/59)

	\$
Central & Eastern Europe .....	231,688.
Western Europe .....	131,148.
Latin American .....	114,083.
*English .....	80,825.
*French .....	63,395.
Sub-Total .....	621,139.
General Service and Administration .....	1,099,092.
	<u>1,720,231.</u>

## \*Note:

The International Service broadcasts news and topical items in English to Great Britain and Western Europe and repeats the same programs with minor adjustments as necessary for the Caribbean area and later for Australia and New Zealand.

Similarly news and topical items are prepared in French for broadcast to France, Belgium and Switzerland with modification for later release to the Caribbean area.

Ottawa, July 13, 1959.

## APPENDIX "K"

Following information on local community service provided in Vancouver by the C.B.C. as requested by Mr. Taylor:

In the fiscal year 1958/59 C.B.C. Vancouver donated 737 announcements in radio and 2,067 in television to local community service. Their total value was about \$130,000.

In the course of an average week C.B.C. Vancouver stations C.B.U. and C.B.U.T. broadcast about 100 programs which present community causes and service or discuss issues of special local or regional interest.

During the past year C.B.C. Vancouver also staged a 3½ hour telethon to help the Vancouver Community Chest campaign go over the top; a one-hour preview of the first Vancouver International Festival, and the Centennial Magazine—all on television—and the Centennial Show on Radio which ran for 13 weeks.

All of the foregoing is, of course, in addition to the many national and regional community services carried out by the Corporation on its network.

6352 220



















